

# LIFE




LUCIUS BEEBE SETS A STYLE

JANUARY 16, 1939

10 CENTS





"I fly because I need the money  
for my mother and my brother!"

"I fly because I love someone  
who thinks flying's the greatest  
thing in the world!"

"I fly because it's made me feel  
things ... and put me so close  
to my husband!"

*Alice*

*Constance*

*Nancy*

FAYE · BENNETT · KELLY  
**TAIL SPIN**

JOAN CHARLES  
DAVIS · FARRELL · WYMAN · RICHMOND  
Wally Vernon · Warren Hymer · Joan Valerie · Edward Norris  
Directed by Roy Del Ruth  
Associate Producer Harry Joe Brown · Original Screen Play by Frank Wead  
Music and Lyrics by Pollack & Bullock, Gordon & Revel  
Darryl F. Zanuck in Charge of Production  
A 20th Century-Fox  
Picture

Three women of the sky! ... the heart-throbs behind their spectacular lives ... the thrills that come with their split-second escapes ... in a smashing romantic melodrama of adventure!

Every woman on earth will know what's in their hearts—what makes them take the gamble they can lose only once!



# AMERICA'S TALKING ABOUT PLYMOUTH'S Functional Design



FUNCTIONAL DESIGN eliminates air-resisting protrusions. The new Streamlined Safety Headlamps, for example, are built right into the massive fenders... give greatly increased road lighting.

## You See Finer Quality in Every Single Detail!

IT'S THE NEW TREND in motor car styling—Plymouth's new *Functional Design*! It gives Plymouth glamorous new beauty of form, new sleekness and new efficiency. It makes driving easier, *safer*!

Under the hood, Plymouth's big, 82-horsepower "L-head" engine gives thrilling new High-Torque performance with new economy. Now, more than ever, Plymouth is *the best engineered low-priced car*!

Easy to own...your present car will probably represent a large proportion of Plymouth's low delivered price... balance in low monthly instalments.



STANDARD EQUIPMENT on De Luxe models at no extra cost—Perfected Remote Control Shifting with Auto-Mesh Transmission. Much easier shifting.



THE NEW 1939 PLYMOUTH "DE LUXE" Four-Door Touring Sedan. New Amola Steel Coil Springs give it marvelous riding smoothness.

## A FINER PLYMOUTH AT LOWER PRICES

1. Greater Size—Wheelbase now 114 inches.
2. Thrilling New High-Torque Engine Performance with New Economy.
3. New Coil Springs of Special Amola Steel give a marvelous new ride.
4. Perfected Remote Control Gear Shifting...much easier, more convenient.
5. New All-Silent Auto-Mesh Transmission.
6. New Streamlined Safety Headlamps give greatly increased road lighting.
7. Ingenious new "Safety Signal" Speedometer.
8. New True - Steady Steering, easier handling.
9. Time-Proven, Double-Action Hydraulic Brakes.
10. Patented Floating Power Engine Mountings.
11. Completely Rust-Proofed Safety-Steel Body.

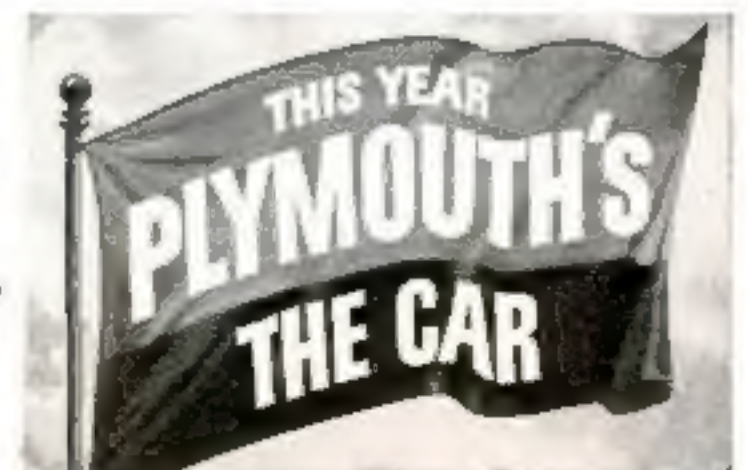
## EASY TO BUY CONVENIENT TERMS

"Detroit delivered prices" include front and rear bumpers, bumper guards, spare wheel, tire and tube, foot control for headlight beam with indicator on instrument panel, ash-tray in front and rear, sun visor, safety glass and big trunk space (19.6 cu. ft.). Plymouth "Roadking" models start at \$645; "De Luxe" models slightly higher. Prices include all federal taxes. Transportation and state, local taxes, if any, not included. See your Plymouth dealer for local delivered prices. PLYMOUTH DIVISION OF CHRYSLER CORPORATION, Detroit, Mich.

TUNE IN MAJOR BOWES' AMATEUR HOUR, C. B. S. NETWORK, THURS., 9 TO 10 P. M., E. S. T.

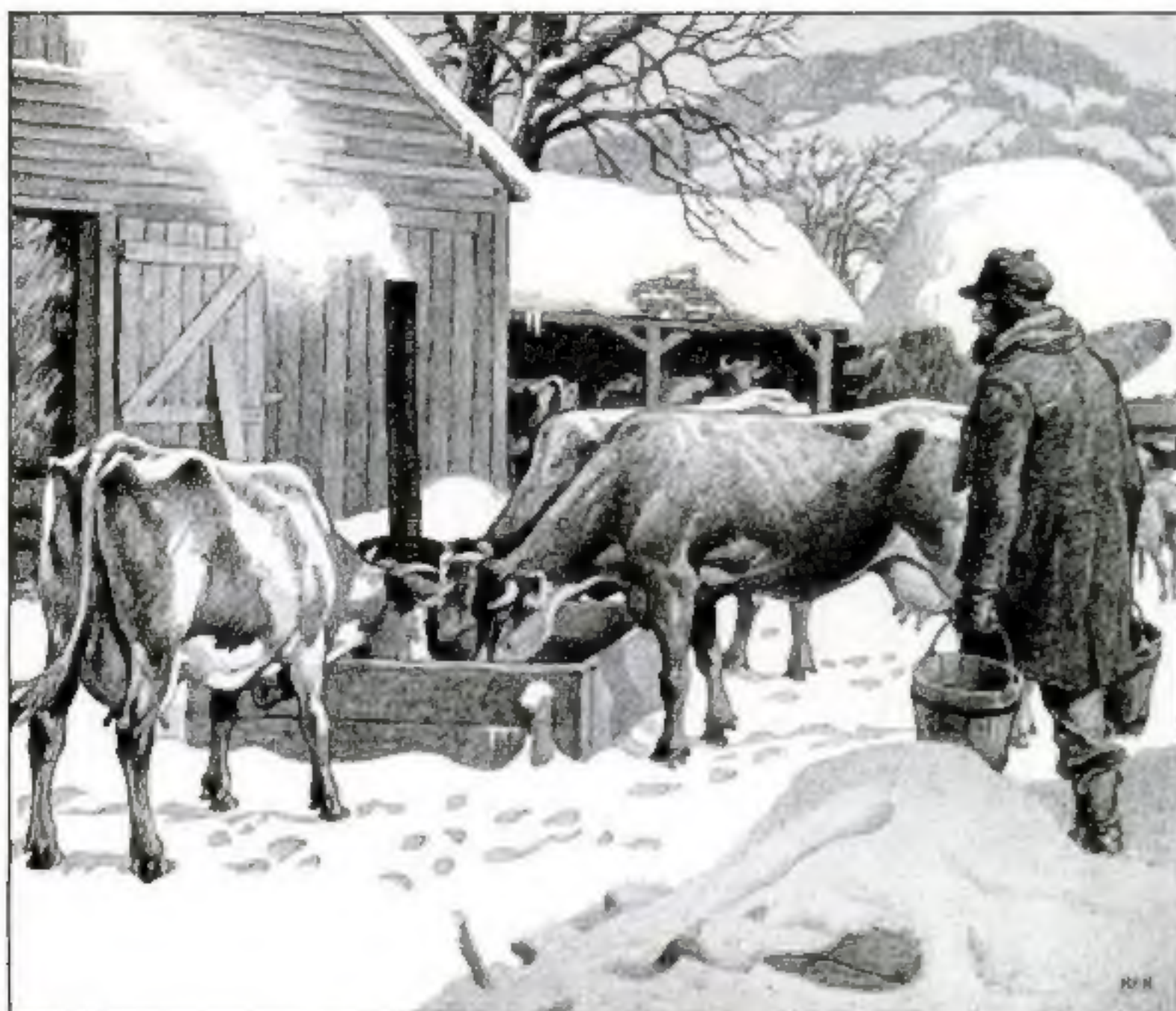
# PLYMOUTH BUILDS GREAT CARS

NEW "ROADKING"  
NEW "DE LUXE"





## "PROTECTING THE AMERICAN HOME"



In the days when farming was primitive, stoves were sometimes placed in watering troughs during the winter to keep the water flowing free for thirsty animals.

## Investments Can Freeze, Too

In time of need, frozen assets are as useless to a man as ice is to a thirsty animal. Yet many men have poured their savings into investments which never could be liquidated without serious loss.

Life insurance, alone of all investments, is flexibly adapted in its terms of payment to your personal needs when those needs are likely to be most urgent,

.....it guarantees to you, the insured, a growing fund available on demand in cash or in income.

.....it guarantees to you a regular income when your earning power is diminished or ended.

.....it guarantees to your

wife and children a regular income when you are no longer able to provide for them.

If you have owned other investments which proved disappointing—as who hasn't?—why not decide now to put more of your future savings into life insurance which is always liquid and which never fluctuates in value?

### Would you like A Retirement Income?

Everyone hopes to have a retirement income some day. It costs nothing but a postage stamp to find out how easy it is to start it. Check the figures in the coupon below which apply to you, and mail to us.

## NATIONAL LIFE INSURANCE COMPANY Home Office—VERMONT Montpelier, A Mutual Company, founded in 1850, "as solid as the granite hills of Vermont."

CLIP AND MAIL THIS COUPON

NATIONAL LIFE Insurance Co., DEPT. 115, MONTPELIER, VERMONT

I can save (\$2) (\$5) (\$10) (\$20) per week. What will my retirement income be at age (55) (60) (65)?

Name \_\_\_\_\_ Date of Birth \_\_\_\_\_

Street and Town \_\_\_\_\_ State \_\_\_\_\_

## LETTERS TO THE EDITORS

### Peeve

Sirs:

LIFE and Miss Elinor McIntyre, whose droopy portrait adorns your Jan. 2 cover, may think her freakish Lilly Daché wimple and hat is a flattering get-up but it does not register favorably with me.

It's incomplete. You should show her with a greasy baby dangling in a shawl on her back while she, chewing coca leaves and spinning llama wool as she walks, plods barefooted over an Andes trail toward her dirt hovel and a bellyful of goat meat and frozen potatoes. She could thus celebrate the recent Pan American

Sirs:

It was with a great deal of pleasure that we who work with Paul Whiteman read Frank Norris' article on Pops. Especially interesting were the accompanying stunt photographs, for they demonstrate that Pops hasn't changed a bit. On tour, he'd just as leave put on a show for the newspaper people as eat, and he goes out of his way to help the local management put across the affair by freely giving his time to ballyhoo stunts. Speaking as one who has been working with him for almost a year, I can add this to Mr. Norris' appraisal: Pops is a grand guy.

JOAN EDWARDS

New York, N. Y.

### Vatican

Sirs:

The sincere thanks of 300,000,000 Roman Catholics will no doubt be yours for the wonderful and enlightened picture display of Pius XI and the Vatican (LIFE, Dec. 28).

HARRY A. COLVIN

Burbank, Calif.

### Ambassador's Flag

Sirs:

In your Dec. 28 issue of LIFE you show a propaganda picture of our new Ambassador from Japan basking before large flags of the U. S. A. and Japan, snuggled closely together. With the Japanese propensity for always doing the wrong thing, the American flag is hung back side front—that is, with the stars at the right instead of at the left. Mr. Horinouchi



ELINOR MCINTYRE & WIMPLE

Convention by representing a Peruvian Indian belle.

Why don't Schiaparelli and her ilk take up basket weaving or retire to a convent and quit goading American women into abnormalities of dress?

Peevishly yours,

ROBERT RIDGWAY JR.

Los Angeles, Calif.

Sirs:

Now that you've found a name (wimple) for a rag around your head, the women who used to wear these things at housecleaning time, and refused to answer the doorbell, will come out of hiding and wear them in public.

W. M. TEMPLE

Washington, D. C.

### Whiteman

Sirs:

Frank Norris' article on Paul Whiteman sets the maestro up as an historical figure of the present musical era, a judgment and estimation which, in my opinion, will be fully born out in the future. Furthermore, when histories of music dealing with this period are written, the Jazz King will certainly have a prominent role and Norris' article will become a primary source for research material.

LANNY ROSS

New York, N. Y.

Sirs:

I suppose that Paul Whiteman is worth the treatment he received in LIFE, but it was astounding that the same magazine that ran the magnificent photographic essay on Swing could have attached so much importance to Whiteman's musical accomplishments. After all, the guy simply isn't significant except, perhaps, as a bit of Americana. His band has never swung. It plays in horrible taste and I, for one, feel that he has done irreparable hurt to the cause of good music. I grant you that he has employed such stars as Bix and Teagarden, but it is the sober truth that he has corrupted them too.

LIFE's a swell and intelligent magazine and its photographic essay on Swing was an enormously effective stimulus for the cause of inviolate jazz. I'm sorry, though, that it had to take Whiteman so seriously.

GEORGE FRAZIER

Boston, Mass.



AMBASSADOR HORINOUCCHI

should take more care of his technique in bootlicking the American public.

HENRY P. MACOMBER

Wellesley Hills, Mass.

● At the time the picture was taken, Mr. Horinouchi was not engaged in pleasing the American public. He was Vice Minister of Foreign Affairs.—ED.

Sirs:

What kind of an imitation of the U. S. flag is that? The stars are bunched together, they do not fill the blue field, and the blue field does not touch the stripes. Could it be that this flag was made in Japan?

RICHARD V. DAVIS

Los Angeles, Calif.

● Very probably. The picture was taken in Tokyo.—ED.

### "It's Ginger"

Sirs:

Your picture of the "Ideal Star" on page 60 of the Jan. 2 LIFE is a picture

(continued on page 4)



# **HEADACHE** strains your **NERVES** **Take Bromo-Seltzer. Millions do!**



## **GENE SARAZEN**

"WHEN I HAVE A HEADACHE, I TAKE **BROMO-SELTZER** BECAUSE IT NOT ONLY EASES THE PAIN **FAST**, IT ALSO CALMS MY **NERVES**"



Twice winner of the National Open Golf Championship and in one year holder of both the American and British titles, Gene Sarazen makes golf history with his powerful drives. Says Mr. Sarazen: "Steady nerves count high in tournament golf. That's why Bromo-Seltzer is my headache remedy."



When headache comes,  
 think of your nerves

With a headache, your nervous system is disturbed. You feel irritable, nervous, depressed—find it harder to think or concentrate. That's why headache is best treated with a special kind of remedy—made to do at least 2 things... relieve pain and steady your nerves.

Bromo-Seltzer does both. Tests by a group of doctors have proved this fact.

Millions of people who *must* be poised, alert, take Bromo-Seltzer for headache.\*

It is especially made to do at least two things. It relieves pain quickly. It also relieves the nervous strain associated with headache. After Bromo-Seltzer you feel calmer, steadier, less dragged down.

Simply put a heaping teaspoon

of Bromo-Seltzer in  $\frac{1}{2}$  glass of water. It dissolves instantly and tastes refreshing.

Next time *your* head aches, take Bromo-Seltzer. Prove how much better it makes you feel. Quickly! Keep it at home always. Buy it at any drugstore—soda fountain.

\*In cases of frequently recurring or persistent headache, see your doctor. To relieve the ordinary headache quickly—take Bromo-Seltzer.



YOU CAN'T AFFORD JITTERY NERVES IN FLYING. WHEN I HAVE A HEADACHE, I TAKE **BROMO-SELTZER**

CARL G. TRIEST, oil executive, flies thousands of miles, has a transport license. His hobby: aerial photography. "Bromo-Seltzer has been my headache remedy for years," he says.

SNAPPING FAMOUS PEOPLE ON SHIPBOARD, I CAN'T LET MYSELF GET HEADACHY AND NERVOUS. THAT'S WHY I TAKE **BROMO-SELTZER**

FIRST WOMAN ship-news photographer—Miss Ella Barnett of New York. She's on hand with her camera whenever a big ship is in port—figures she snaps 20,000 pictures a year.



*-take* **Bromo-Seltzer**

This One



26EU-2C4-E7PF



## 4 GENERATIONS OF DOGS RAISED ON PARD AND WATER ...and never a digestive upset!



GREAT GRANDMOTHER



GRANDMOTHER



MOTHER



SON

FACTS FROM  
THE 4½-YEAR  
FEEDING TESTS  
IN SWIFT'S  
RESEARCH  
KENNELS

230 dogs on exclusive diet  
of the Pard feeding formula maintained  
in glowing health!

● A long-term feeding test is being conducted at Swift's Research Kennels, with 230 dogs already involved. Four consecutive generations of

Cocker Spaniels, Wire-Haired Fox Terriers and Chow Chows have been raised on Pard and water and *not one dog has ever had a sick day due to digestive disturbances!*

While participating in the Pard Generation Feeding Test, all dogs—including the four generations of Cockers pictured above—have enjoyed vigorous, glowing health.

Start your dog on Pard today! Keep him in thriving health with an exclusive diet of this scientific food.

MANY LEADING VETERINARIANS RECOMMEND PARD! Dr. T. C. S., of Illinois, says: "Improper feeding is the real basic trouble in 9 out of 10 of the cases of canine malnutrition I diagnose." Dr. S. recommends an exclusive diet of Pard and water to correct and to prevent dog illnesses due to hit-or-miss feeding.



A PRODUCT OF  
SWIFT & COMPANY



**PARD** ...SWIFT'S SCIENTIFICALLY  
BALANCED DOG FOOD

## LETTERS TO THE EDITORS (continued)

of Ginger Rogers. Compare Ideal with Ginger and see if I'm not right.

FRED K. SCHWALM  
St. Louis, Mo.



IDEAL MOVIE STAR

Sirs:

Your Ideal star is none other than Ginger Rogers herself, who is worth half a million a year and who can act.

ALAN BLANKFELD  
Derby, Conn.

Sirs:

It's Ginger!  
S. S. MARQUARDT  
Minneapolis, Minn.

### Modernized Christ

Sirs:

I must express to you my unbounded joy and appreciation for the eight scenes from Lauren Ford's Life of Christ in your Dec. 26 issue.

J. L. NEILL, Pastor  
Methodist Episcopal Church, South  
Brookhaven, Miss.

Sirs:

The article and pictures of "The Boyhood of Jesus" are very beautiful in their charming simplicity.

It seems to me that if the Christ Child could be "modernized" and brought into our everyday homes, religion would become indispensable.

VIRGINIA A. WHELEN  
Philadelphia, Pa.

### Bests

Sirs:

The following is the result of a few hours' work in looking through LIFE issues of this year. Some of your readers may not agree, but here goes my review of LIFE "Bests" for 1938:  
Cover: "A Defender of China" (May 16)  
Movie Review: "Birth of a Baby" (April 11)

Photographic Essay: "America" (June 27)  
Reader Contribution: "Ragpicker" (Oct. 3)

Color Portrait: Albert Einstein (April 11)  
Advertisement: Eastman Prize Winners (Aug. 15)

Pictures of the Week: Chinese Coolie Eating (Dec. 5)

Art Section: "American Art Comes of Age" (Oct. 31)

Photograph: John Kabel's "Storm-blasted Tree" (June 27)

News Picture: John Warde's Suicide (Aug. 8)

Speaking of Pictures: "Old Christmas Carols" (Dec. 12)

Close-Up: "A Loud Cheer for the Screwball Girl—Carole Lombard" (Oct. 17).

GINO DI BIASI  
San Pedro, Calif.

### No Sylph

Sirs:

Many thanks for your two-page "plug" in support of American fencing (LIFE, Jan. 2). Few thanks for your terminology, particularly as to 17th Century rules, and sylphs.

Present day rules for match fencing are tremendously simplified, devoid of almost all flourishes. In regard to "curious and fantastic" postures—the fencing position is no more outlandish than the football-

er's three-point squat or the fanny-twitching golfer's stance.

I have been a fencer for three years, being properly tall (6 ft. 7 in.) but not sylph-like (210 lb.). I have found fencing unbeatable as a builder of poise and co-ordination, and as good mental exercise as chess. There are at least a hundred in this city who fence, minus frantic gambados or fancy pants, and like it. They are not wild-eyed, stabbing, hacking hot-heads, but, for the most part, solid, settled, professional men.

It's a man's game, hard, fast, and sweaty. No male sylph I ever saw would go in for the heavy rib-thumps and well-raising slashes which abound in all three weapons.

G. E. ("TINY") KNAPP  
Y.M.C.A.  
Nashville, Tenn.

● Mr. Knapp speaks for the rank and file of fencers. Fact remains that most of the champions are "sleek and sylph-like."—ED.

### Ode to Downing Street

Sirs:

Here is my New Year's poem:

MESSRS. AGGRESSORS

Melne Herren and Signori,  
Clients of the British Tory,  
Downing Street, at Number Ten,  
Requests your patronage again.  
Why not drop in here, today,  
For Chamberlain, Daladier,  
Messrs. Hoare, Laval's successors  
Are doing business with aggressors.

Frontiers promptly liquidated,  
Coups d'états consolidated,  
Pledges taken and exchanged,  
Acquisitions rearranged;  
Loans on Fascist risks advanced,  
Nazi enterprise financed!  
European intervention  
Given personal attention!  
Have you problems of Partition?  
Let us send a British mission.

Breaking with Geneva firms,  
We give aggressors favored terms;  
We will help you back your claim  
With England's honourable name.  
For shady deals, both great or small,  
Our representatives will call.  
Orders carried out with speed—  
Satisfaction guaranteed!

JERRY KANNER

New York, N. Y.

### Mrs. Lindbergh and Bookshop

Sirs:

In LIFE, Dec. 19, there was a picture of Colonel and Mrs. Lindbergh in Paris. You stated that they were dodging cam-



THE LINDBERGHs IN PARIS

eramen but, if you will notice, behind them is a bookshop that seems to attract Mrs. Lindbergh's attention. Don't you think she might be looking to see if her book, *Listen! the Wind* is displayed?

JACK DISOSWAY JR.  
Roswell, Ga.

● Mr. Disosway's theory sounds plausible, though the photographer says no.—ED.



**LAZY BONES  
BEEN SLEEPIN'  
IN THE SUN**



## ***HIS HOME IS "WINDOW CONDITIONED"***

● Thousands of mothers will tell you their children have been healthier and happier... catch fewer colds, since their homes were "Window Conditioned."

Thousands of fathers will tell you, too, that they have reduced their fuel bills up to 30%... that "Window Conditioning" usually pays for itself in less than two winters.

"Window Conditioning" means insulating your windows with two panes of glass instead of one. These two panes of glass—"double windows", (often called storm sash) turn cold into comfort.

There's no problem in installing "Window Conditioning"—and remember there is a lot of cold weather still to come. If you have wood sash in your home, just

call your lumber dealer... He'll figure your needs, handle everything, including F.H.A. financing with *No Down Payment*. If you have metal sash, the manufacturer's representative will gladly show you how you can have the comfort of "Window Conditioning."

And since you will be looking through two panes of glass instead of one, the quality of the glass you use is doubly important. L-O-F Window Glass is noted for its greater freedom from waviness and distortion. These advantages cost you no more. Make sure that each light bears the L-O-F label.

Send the coupon today for attractive free booklet and enjoy "Window Conditioning" comfort this winter.



### **HOW "WINDOW CONDITIONING" WORKS**

● With ordinary single-glazed windows the cold outside air chills the single light of glass to nearly its own temperature... Inside warm, humid air is chilled when it comes in contact with this cold glass, moisture in the air condenses as fog or frost on the glass. The chilled air drops to the floor and causes drafts and lowers room temperatures.

The diagram at left shows a double window with its wall of insulating air between the two panes of glass. This captive air keeps the inner glass much nearer room temperature, and retards heat loss through the glass, reduces drafts, fogged windows, and the drying out of the healthful moisture in the air.

**LIBBEY·OWENS·FORD**  
**QUALITY GLASS**

LOOK FOR THE LABEL



LIBBEY-OWENS-FORD GLASS COMPANY  
TOLEDO, OHIO

Please send me your free booklet which shows typical examples of economies effected with "Window Conditioning" and interesting window treatments. L-1-16-38

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

**FREE!**



My home has:  
Wood Sash  
Metal Sash  
(Give make.)





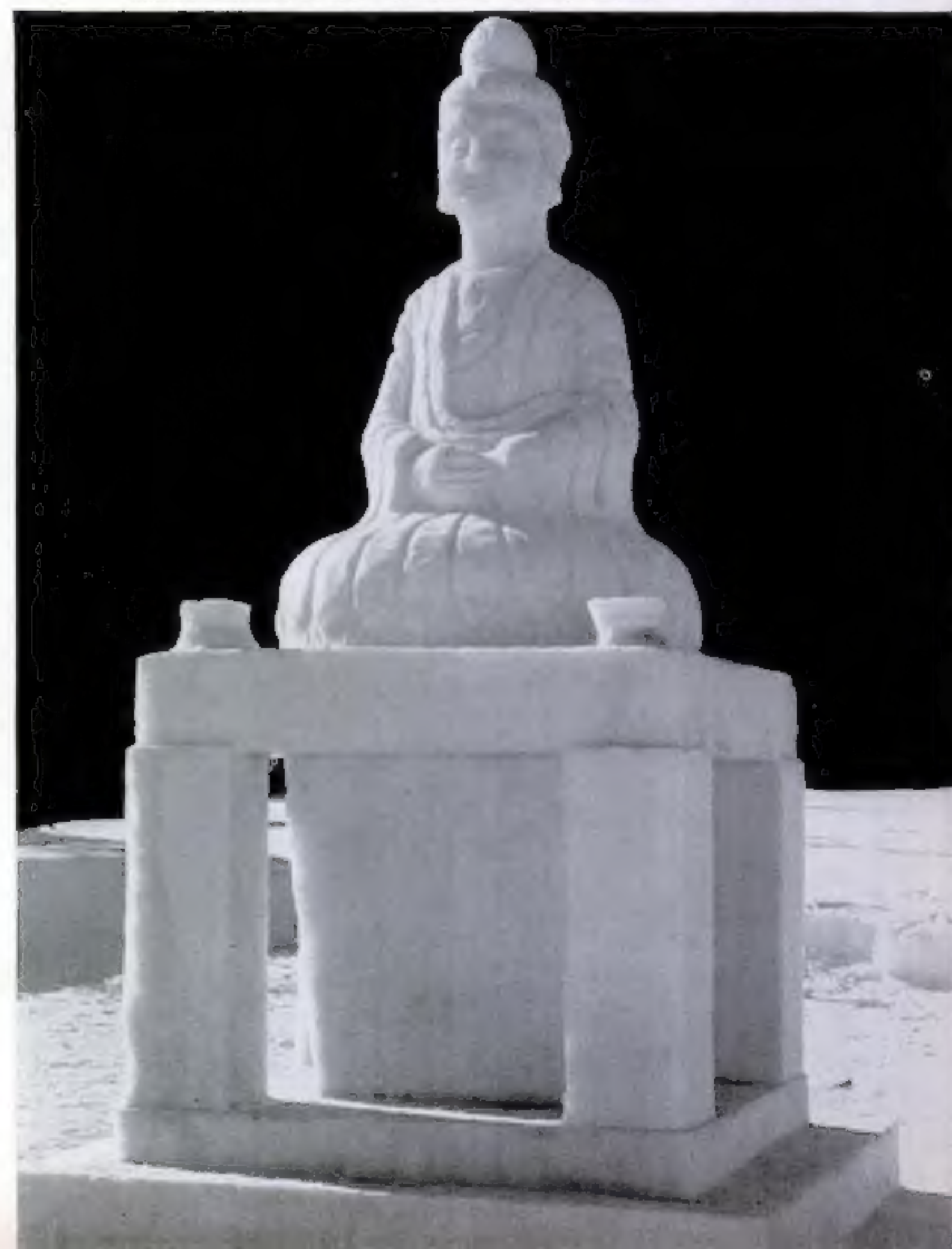
THIS FOX SHOWS HOW SCHWERZMANN USES SHARP LINES TO GET HIS EFFECT

"THE THREE KNAVES" STARES DOWN AT WINTER PATRONS OF A DAVOS CAFE



THIS GRACEFUL NUDE ON A BEAR LOOKS AS IF IT WERE DONE IN MARBLE

SCHWERZMANN'S LONELY BUDDHA GAZES OUT ACROSS THE SNOWY ALPS





# SPEAKING OF PICTURES . . .

## ... ICE SCULPTURE GROWS INTO A SERIOUS ART



Wherever snow falls in the world, the building of "snow men" is a favorite children's pastime. Two big balls of snow make the body and a smaller one makes the head. Then, with two coals for eyes, a carrot for the nose and a pail for a hat, the man is done.

Out of this simple art of the snow man has grown the beautiful and intricate ice statuary shown here. The enormous statues on this page were made by a group of specially commissioned Russian artists for a park, popular with children, in Sokolniki, a Moscow suburb. They represent

popular Russian fairy tales, are carved during the winter and remain standing until spring. Those on the opposite page were done at Davos, a famed Swiss winter resort, by Wilhelm Schwerzmann (see insert), a 61-year-old Swiss sculptor who is known for his public fountains, but who molds ice statues in winter as a hobby. He creates his artistic statues by filling a wooden frame with snow sprinkled with water. After this mixture of "snow mortar" has frozen, the frame is removed. He then takes a hefty butcher knife and carves out the figure. It is not possible to cut the "snow mortar" with great precision, but by cutting sharp, contrasting lines, he achieves such striking effects as the sitting fox.



ICE STATUES OF FAIRY-TALE FIGURES AMUSE RUSSIAN CHILDREN AT PLAY



A WEIRD HERO FROM FOLKLORE (LEFT) SITS BY "SOLOVEY, THE BRIGAND"



STATUES SHOW THE VOLGA TITAN (ABOVE), PRIEST AND SERVANT (BELOW)





## Get after a COLD two ways with Sal Hepatica!



MR.: Gosh! My luck is all bad. Here I stand a chance to win the Ice Carnival prize and a part in the next skating movie, and now at rehearsal I'm catching cold!

MRS.: It's time for quick action . . . with Sal Hepatica.



MR.: You mean—Sal Hepatica helps fast?

MRS.: Yes. Two ways. First, it's a quick, yet gentle laxative. And speed is important in fighting a cold. Second, it helps Nature counteract the acidity that so often occurs with a cold.



MRS.: The crowd went wild when the judges picked you! You were wonderful! If you skate like that in Hollywood—

MR.: You're the wonderful one! If you hadn't known about Sal Hepatica, I might be home in bed. As it is, we're heading for the West and fame, m'love! And let's put Sal Hepatica in the suitcase, for luck!



TUNE IN! Fred Allen in "TOWN HALL TONIGHT"—Wednesdays at 9 P. M., E.S.T.

## SPEAKING OF PICTURES

(continued)

Among the best ice sculptors in the U. S. are Dartmouth students. Each year, fraternities and dormitories compete to make the best ice statues for the Winter Carnival. For some of the larger statues wooden outlines are made. Snow is put on the forms, then carved and frozen. Typical Dartmouth ice artistry is *Eve and the Serpent* (center) and the surrealist design, showing a beer mug with a ski stuck through an eye (bottom). More ambitious is the ice statue of "Eleazar Wheelock Skijoring Across the Pages of History" (just below). Wheelock was Dartmouth's founder.





# LIFE

Vol. 6, No. 3

January 16, 1939

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**LIFE'S COVER:** The handsome young man on the cover who sports a checked waist, gray topper, and gold watch chain is Lucius Beebe, columnist, bon vivant and modern boulevardier. This wellborn Bostonian, who records the foibles of amusing gentry in his weekly column, has several noteworthy foibles of his own, not the least of which are the startling clothes he wears in public. Heavy gold jewelry is the latest style which he has enthusiastically helped to set. He not only collects massive gold watch chains but gives them to his friends. For further news of gold jewelry see pages 42-43.

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## HOW A MAN OF 40 CAN RETIRE IN 15 YEARS

It makes no difference if your carefully laid plans for saving have been upset during the past few years.

It makes no difference if you are worth half as much today as you were then. By following a simple, definite Retirement Income Plan, you can arrange to have a monthly income guaranteed to you

for life, beginning fifteen years from now.

Not only that, but if you should die before that time, we would pay your wife a monthly income as long as she lives. Or, if you should be totally disabled for six months or more, you would not be expected to pay any premiums that fell due while you were disabled.

### \$150 a Month beginning at age 55

Suppose you decide that you want to be able to retire on \$150 a month beginning at age 55. Here is what you can get:

1. A check for \$150 when you reach 55 and a check for \$150 every month thereafter as long as you live.

This important benefit is available alone; but if you are insurable, your Plan can also include:

2. A life income for your wife if you die before retirement age.

3. A monthly disability income for yourself if, before age 55, total disability stops your earning power for 6 months or more.

This Retirement Income Plan is guaranteed by the Phoenix Mutual, a company with over half a billion dollars of insurance in force and a record of more than 75 years of public service. If you want to retire some day, and are willing to lay aside a portion of your income every month, you can have freedom from money worries. You can have

all the joys of recreation or travel at the time when every man wants them most.

The Plan is not limited to men. Similar plans are available to women. It is not limited to persons of 40. You may be older or younger. The income is not limited to \$150 a month. It can be more or less. And you can retire at any of the following ages that you wish: 55, 60, 65, or 70.

What does it cost? When we know your exact age, we shall be glad to tell you. In the long run, the Plan will probably cost nothing, because, in most cases, every cent and more comes back to you at retirement age.

Write your date of birth in the coupon below and mail it today. You will receive, without cost or obligation, a copy of the interesting illustrated booklet shown at the left. It tells all about the Plan. Send for your copy of the booklet now. The coupon is for your convenience.

### PHOENIX MUTUAL Retirement Income Plan GUARANTEES YOUR FUTURE

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Phoenix Mutual Life Insurance Company  
328 Elm Street, Hartford, Conn.  
Please send me by mail, without obligation, your book describing the PHOENIX MUTUAL RETIREMENT PLAN

Name \_\_\_\_\_  
Date of Birth \_\_\_\_\_  
Business Address \_\_\_\_\_  
Home Address \_\_\_\_\_



# A CASE OF REFLECTED GLORY . . . .



**1** The other evening Larry was seized with a bad attack of reminiscent palate! It all began with the standard symptoms—a way-back-when gleam in his eye and the usual sentimental references to those immortal meals of his boyhood. Then, pausing before a portrait of his mother, he threw out the culinary challenge, "Why can't you fix soup like mother used to make?"



**2** He launched into his old routine and conjured up nostalgic pictures of his mother out in the garden patch at day-break—his mother shelling peas and scraping carrots—his mother ladling soup from her tureen. Hmmm, that wasn't cooking—that was kitchen martyrdom, I thought. But I resolved to show Larry that *this* little woman is no piker!



**3** Next morning early I was down at the market patiently prowling around in quest of vegetables for Larry's soup. And just as I was finishing my shopping, up came Cousin Clara—who listened to the whys and wherefores and then maternally advised me, "Feed the man Heinz fully prepared Home-style Soups, my dear. They're as old-fashioned as a soup kettle!"



**4** In came Larry at suppertime with his usual lean-and-hungry look—and in I marched with a steaming plateful of Heinz Vegetable Soup. He took a sip—casual and cautious-like. Then he glowed like a harvest moon and shouted, "Darling, you've done it! It's just like mother used to make!"

**5** Well, I had to confess it was purely a case of reflected glory! I told him how Heinz makes 22 Home-style Soups—in the painstaking, small-batch way—from the choicest meats and vegetables money can buy.

I explained that Heinz Soups are all ready to serve, without any fussing or stewing. And when I added that there's many an old-fashioned favorite of his such as Heinz Chicken Noodle, Heinz Cream of Mushroom and Heinz Bean Soup—he said, "Lady, you rate a new hat!"

**What-a-man-Larry! • What-a-soup-Heinz!**





# LIFE

Vol. 6, No. 3

January 16, 1939

## HE WOULD SAVE DEMOCRACY FOR THE WORLD

It is only a camera trick—an "angle shot"—that makes President Roosevelt tower so huge in this extraordinary picture, taken as he left the Capitol on Jan. 4 after delivering his message to Congress. Here, in literal fact, the camera lied. But it did not deceive. It has mirrored a symbolic truth beyond the mere fact of Franklin Roosevelt's pounds and inches. As America's leader in potentially fateful 1939, this shrewd, bold, lusty, self-willed man now truly bestrides the world like a Colossus. His ambitions and his power are cut to fit.

As you see him here, he comes fresh from hurling public defiance at the dictators, projecting a great U. S. arms program, calling Americans to "prepare to defend not their homes alone but [their] tenets of faith and humanity. . . . The defense of religion, of democracy and of good faith among nations," he said, "is all one fight. To save one we must now make up our minds to save all."

Americans once responded with a will to another heroically-minded President's call to a crusade to make the world safe for democracy. For a decade and a half thereafter, they watched with growing disillusion as democracy went down in one country after another beneath the forces of post-War chaos and humiliation and despair. In their minds grew a powerful conviction that war does not save democracy but destroys it, that they could best serve the cause of democracy at home, taking no more part in the rest of the world's quarrels. In 1935 they embodied that conviction in the Neutrality Act passed by their representatives in Congress.

President Roosevelt has never shared the majority's conviction. He believes that America's great power should be exerted for world justice. He opposed the Neutrality Act from the first. At Chicago in 1937 he defied it in his famous "quarantine-the-aggressors" speech. Public indignation halted that excursion, but the President bided his time. Then came Munich, the Nazi pogrom, Japan's closing of the Open Door. American popular opinion blazed up against the dictators. From the White House came a call to rearm for national defense, and a new, active diplomatic firmness against the aggressor nations. Now the President, in his message to Congress, renews his Chicago threat of economic boycott or embargo against the aggressors, calls for revision of the Neutrality Act to make that possible.

This is shaking the Big Stick. Rearmament, necessary though it is for national defense, must inevitably also make President Roosevelt's Big Stick still bigger. Presumably he trusts that the mere threat of it will make the bully-hoy dictators back down. If he is right, the prize may be a better world. If he is wrong, the price will be blood and pain. To his own people, the President has made his challenge clear. Through their representatives in this session of Congress they must give their answer.





## CONGRESS OPENER



Pictures of all 435 Representatives are posted on a bulletin board in the House Sergeant-at-Arms' office. Above: Baby Congressman Lindley Beckworth, 25, of Texas gets acquainted.



"I do solemnly swear that I will support and defend the Constitution of the United States against all enemies, foreign and domestic; that I will bear true faith and allegiance to the same; that I will take this obligation freely, without any mental reservation or purpose of evasion; and that I will well and faithfully discharge the duties of the office in which I am about to enter. So help me God."



A decorative idea was pioneered by Georgia's Cox when he got his daughter Gene, 12, appointed as a House page for one day.



Old Glory gets a wave from Speaker Bankhead as, with the nation listening in, he presides over opening session of House.



Wartime aviators meet as Minnesota's Maas greets Connecticut's Miller, new Republican who lost both legs in France.





and " This, led by Speaker Bankhead (left), members of the House of Representatives took their oath of office on Jan. 3. Those shown above are mostly Republicans, now twice as numerous as in the last Congress. From them, Jan. 4, came historic applause and cheers when President Roosevelt mentioned a balanced budget—the first time Congress has ever publicly defied Mr. Roosevelt to his face.



Vice President Garner swears in newly elected or re-elected Senators four at a time. They take the same oath as Representatives (standard for all Federal officials except President).



A \$50 election bet is paid by Pennsylvania's Guffey (left) to Maryland's Tydings as Democratic Senators hold first caucus. Guffey first predicted the Purge, which Tydings beat.



in the Senate Nevada's Democrat McCarran (right) and Kansas' Republican Capper pose.



New Representative Joseph W. Byrns of Tennessee poses by portrait of father, late Speaker.



New Congresswoman is Republican Jessie Sumner, 39, who has been county judge in Illinois.

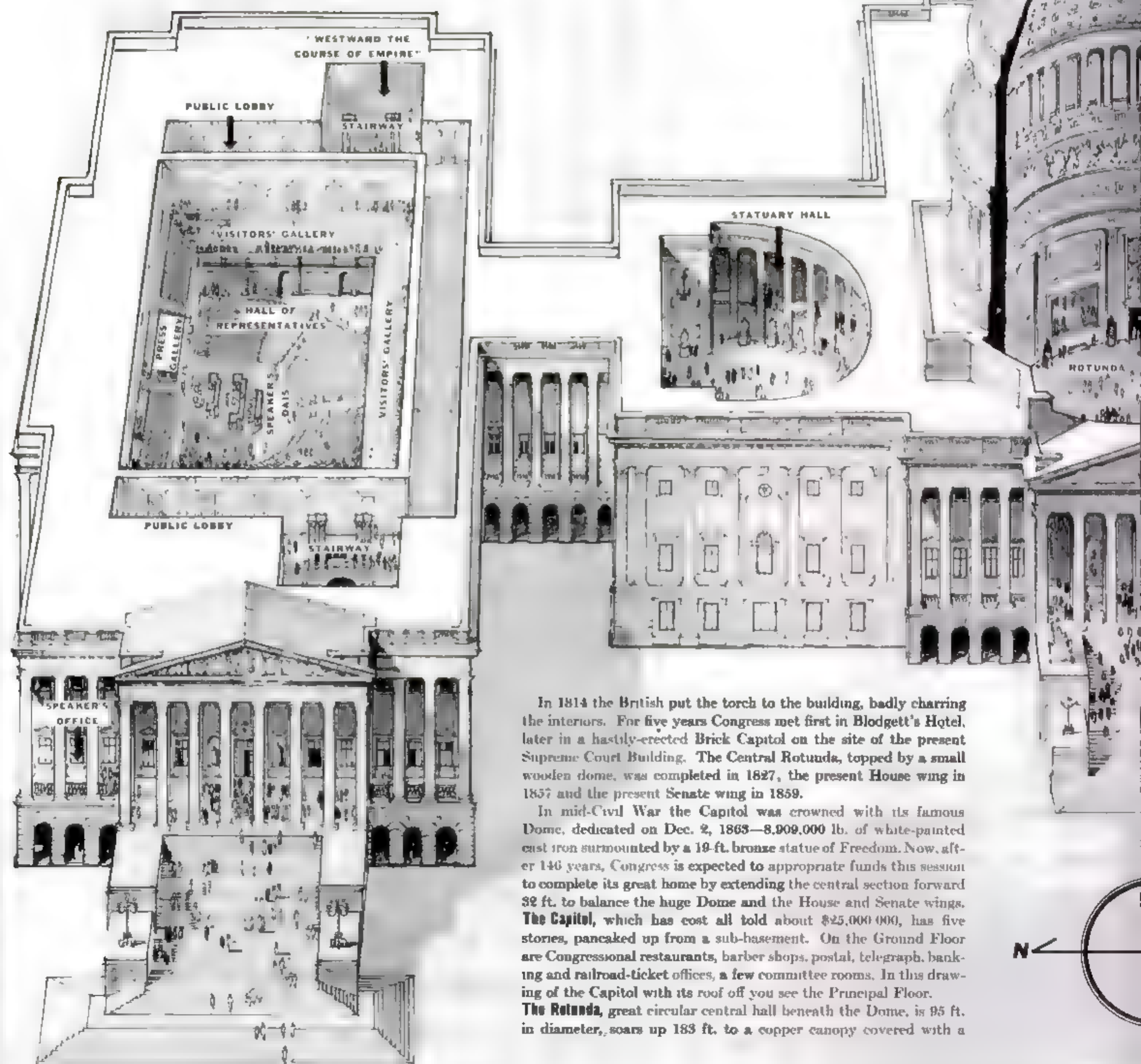


Baby Congressman Beckworth poses with his father for inevitable shot before Capitol dome.



# THE U. S. CAPITOL: HERE TROD WASHINGTON, JEFFERSON, MARSHALL, JACKSON, WEBSTER

The Congress first met in the present Capitol on Nov. 21, 1800. Seven years before, President Washington, wearing a Masonic apron, had laid the cornerstone of the building. For the plans, a West Indian amateur architect named Dr. William Thornton had received a \$500 prize. Thanks to money raised by a State of Maryland lottery in 1796 when Federal funds gave out, building had gone forward, but in 1800 only part completed was the small north wing containing what is now known as the Old Supreme Court Chamber. Senate, House and Supreme Court took turns meeting in this room. The House wing, now Statuary Hall, was finished in 1807.



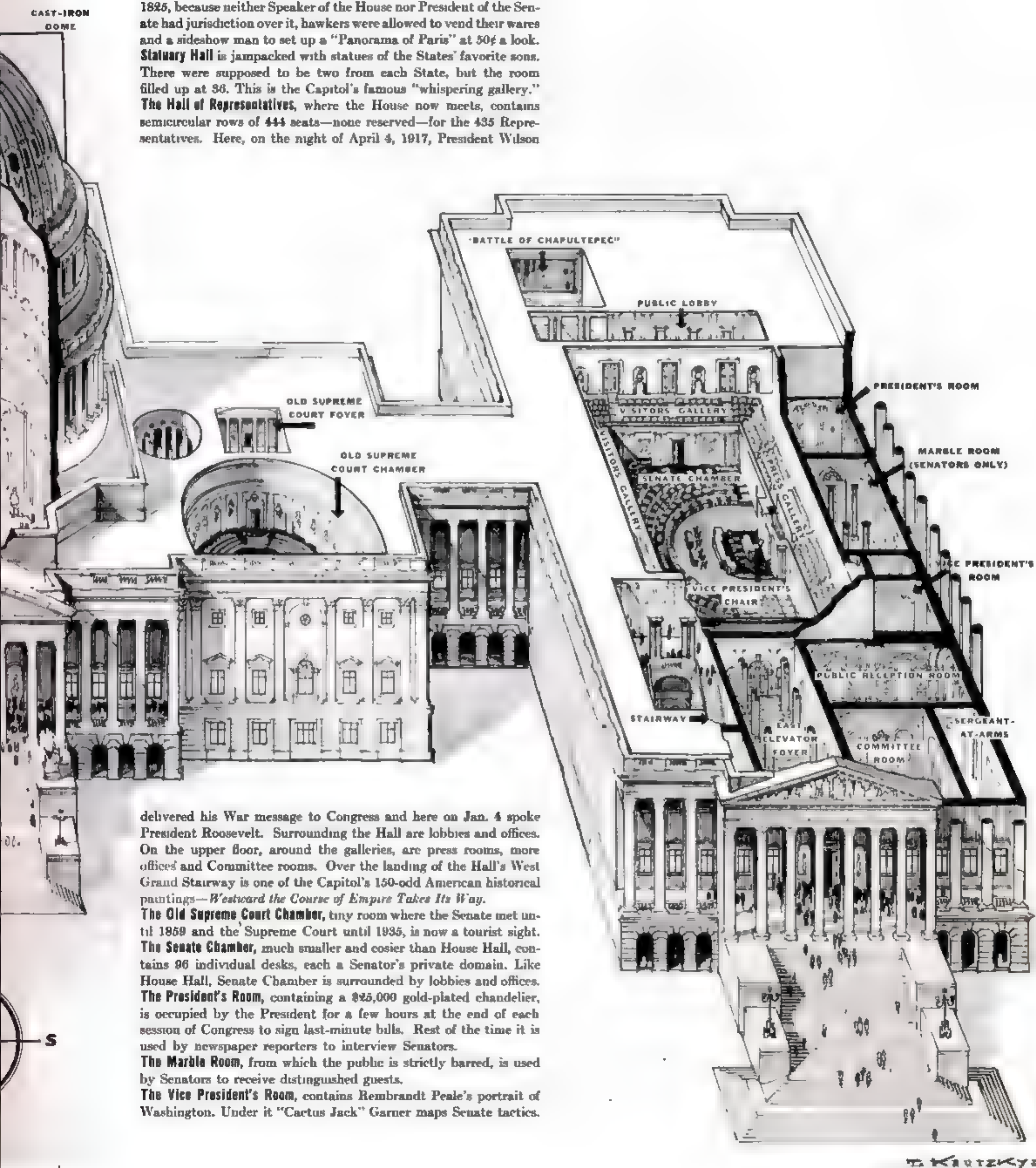
In 1814 the British put the torch to the building, badly charring the interiors. For five years Congress met first in Blodgett's Hotel, later in a hastily-erected Brick Capitol on the site of the present Supreme Court Building. The Central Rotunda, topped by a small wooden dome, was completed in 1827, the present House wing in 1857 and the present Senate wing in 1859.

In mid-Civil War the Capitol was crowned with its famous Dome, dedicated on Dec. 2, 1863—8,909,000 lb. of white-painted cast iron surmounted by a 19-ft. bronze statue of Freedom. Now, after 146 years, Congress is expected to appropriate funds this session to complete its great home by extending the central section forward 32 ft. to balance the huge Dome and the House and Senate wings. The Capitol, which has cost all told about \$25,000,000, has five stories, pancaked up from a sub-basement. On the Ground Floor are Congressional restaurants, barber shops, postal, telegraph, banking and railroad-ticket offices, a few committee rooms. In this drawing of the Capitol with its roof off you see the Principal Floor. The Rotunda, great circular central hall beneath the Dome, is 95 ft. in diameter, soars up 183 ft. to a copper canopy covered with a



# CLAY, LINCOLN, CLEVELAND, ROOSEVELT, WILSON, HOLMES

6,000-sq.-ft. painting of the *Apotheosis of Washington*. Here in 1825, because neither Speaker of the House nor President of the Senate had jurisdiction over it, hawkers were allowed to vend their wares and a sideshow man to set up a "Panorama of Paris" at 50¢ a look. Statuary Hall is jam-packed with statues of the States' favorite sons. There were supposed to be two from each State, but the room filled up at 36. This is the Capitol's famous "whispering gallery." The Hall of Representatives, where the House now meets, contains semicircular rows of 444 seats—none reserved—for the 435 Representatives. Here, on the night of April 4, 1917, President Wilson



delivered his War message to Congress and here on Jan. 4 spoke President Roosevelt. Surrounding the Hall are lobbies and offices. On the upper floor, around the galleries, are press rooms, more offices and Committee rooms. Over the landing of the Hall's West Grand Stairway is one of the Capitol's 150-odd American historical paintings—*Westward the Course of Empire Takes Its Way*.

The Old Supreme Court Chamber, tiny room where the Senate met until 1859 and the Supreme Court until 1935, is now a tourist sight. The Senate Chamber, much smaller and cosier than House Hall, contains 96 individual desks, each a Senator's private domain. Like House Hall, Senate Chamber is surrounded by lobbies and offices. The President's Room, containing a \$25,000 gold-plated chandelier, is occupied by the President for a few hours at the end of each session of Congress to sign last-minute bills. Rest of the time it is used by newspaper reporters to interview Senators.

The Marble Room, from which the public is strictly barred, is used by Senators to receive distinguished guests.

The Vice President's Room, contains Rembrandt Peale's portrait of Washington. Under it "Cactus Jack" Garner maps Senate tactics.

T. KARTZKY



# LIFE ON THE NEWSFRONTS OF THE WORLD

Roosevelt calls for \$80,000,000,000 country; 99,000 Democrats lose jobs; Japan ups jingo

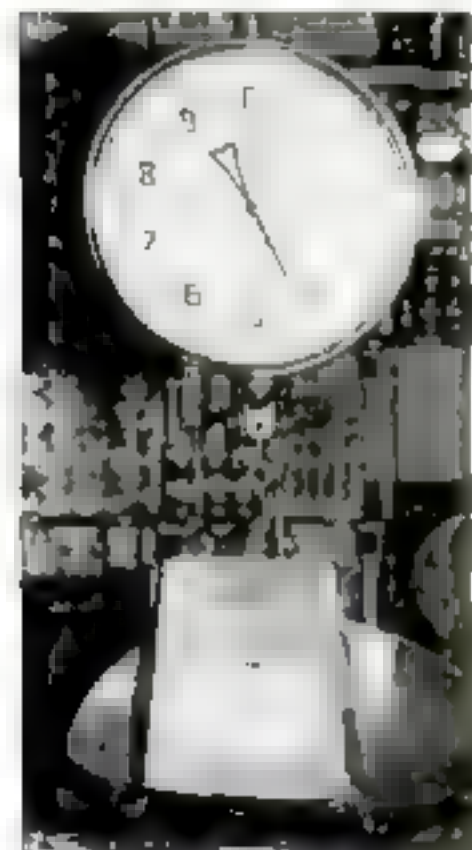
"The first duty of our statesmanship today is to bring capital and man power together."

Thus in his message to Congress did President Roosevelt put his finger squarely on America's No. 1 internal problem: how to put its idle money and idle men to work to produce the abundance which the nation is capable of producing, to make America, as the President phrased it in terms of national income, "an \$80,000,000,000 country" instead of the \$40,000,000,000 country it is today. Dictatorships, he acknowledged, have at least temporarily solved the great problem of idle men and money—by compelling them to work. Democracies must move boldly, in a spirit of open-minded co-operation among all classes, to meet their challenge by democratic means.

Cheering to all citizens and especially to businessmen was the President's declaration that, aside from questions of foreign policy and rearmament, Congress' main job this session will be to perfect the "roughly shaped" tools of social and economic reform which the New Deal has turned out in the past five years.

The President stood firm by Government spending ("Federal investment") as a means of sustaining and enriching the nation. Slickly he passed the economy buck to Congress, daring its economy-minded "moderates" to defy America's present "vested interests"—farmers, veterans,

reliefers, et al.—by cutting down their Federal doles. On Jan. 5 he sent to Congress a budget which, in 971 pages weighing 4 lb. 3 oz., detailed ways in which he proposes that the Government spend nine billion dollars in fiscal 1940 (beginning next July 1). This is only about half a billion less than 1939's peacetime record. Spending for Relief and Recovery was down for three quarters of a billion less than in 1939, but Rearmament—figured at nearly two billions—took up the slack. By present law, the U. S. Government can go only 45 billion dollars into debt. The 1940 budget would bring the Government within half a billion of that limit. The President reportedly would like to raise the limit to \$80,000,000,000.



THE BUDGET

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**Frankfurter Up.** Some people advised President Roosevelt against Harvard Law Professor Felix Frankfurter because the Supreme Court already had six Eastern judges, only two from the West. Some, including influential Jews, advised against him because he is a Jew and his appointment might stir up

latent anti-Semitism in America. But because Professor Frankfurter is a brilliant legal scholar in the liberal tradition of his late great friends, Oliver Wendell Holmes and Benjamin N. Cardozo, President Roosevelt boldly disregarded both regional and religious prejudice, picked him on Jan. 5 as the man who could come nearest to filling the Supreme Court vacancy left by Justice Cardozo.

**Mooney Out.** Plump and pallid at 36, Tom Mooney on Jan. 7 stepped out from behind the bars where California had put him 22 years ago on conviction of



MOONEY

bombing San Francisco's Preparedness Day parade. In Sacramento a few hours later, newly-inaugurated Governor Culbert L. Olson gave him a full pardon, thereby acknowledging what hundreds of people have fought years to prove: that California framed Tom Mooney with perjured testimony and imprisoned him for nearly half his life because he was a troublesome Labor agitator. Said Martyr Mooney's wife Rena, weeping for joy: "These 22 long years have been moth-eaten. There is little left but the tatters."

**Heil In.** On Jan. 2 Wisconsin began the month's sweeping turnover of Governors by inaugurating Republican Julius P. ("Juhus the Just") Heil, self-made millionaire manufacturer, to succeed Progressive Phil LaFollette. Having prayed for help in "reawakening the immortal spirit of *On, Wisconsin!*" (State University song), Governor Heil accepted congratulations right and left from 2,500 well-wish-



HEIL & GRANDSON

ers, went home to soak his sore hands in hot water supplied by his small grandson. Twenty-six States are inaugurating new Governors this month—13 of them Republican. The Civil Service Reform League announced that 99,000 Democratic job-holders will forthwith lose their jobs.

**The Kill.** "The last ace of the Japanese liberals," Premier Konoye, was replaced last week by a jingo, Baron Kiichiro Hiranuma, who believes in the "best features of nationalism, Fascism and Communism."

His mission as Premier is to make the kill in China as quickly as possible. But China's Generalissimo Chiang Kai-shek was in an equally ruthless mood



HIRANUMA

last week. He read out of the party, and out of the respect of all right-thinking Chinese, ex-Premier Wang Ching-wei, who had plumped for peace. He jailed 200 of Wang's friends and executed scores of them. At the same time his deputy chief of staff, tall, Lincolnian General Pai Chung-hai, announced that China had stored enough small arms and ammunition for two years more of fighting, that China still gets plenty of supplies through Japan's blockade.

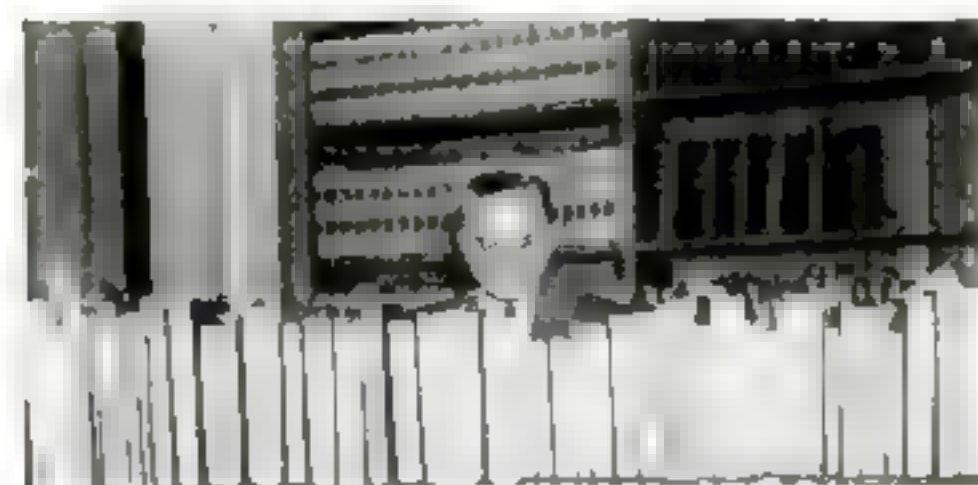
**Spanish Investment.** At the prospect of the meeting of Britain's Prime Minister Chamberlain and Italy's Benito Mussolini this week in Rome, the armies in Spain each tried to show last week that it was the better bet. The Rebels' big-time offensive, pouring metal from a field gun every 30 ft., took over 700 square miles in eastern Spain on the way to Tarragona. The Loyalists' General Miaja unexpectedly struck in far southwestern Spain, rapidly took 100 square miles on the way to breaking the Rebel lines from north to south. The southern Rebel area threatened includes two German-built submarine bases at Málaga and Huelva, straddling Britain's Gibraltar. Mussolini, who is supposed to have invested \$350,000,000 and 10,000 dead in the Rebel cause, made bold to boast last week of the success of his Italians in the Rebel offensive. Since the Anglo-Italian agreement promised an Italian withdrawal from Spain, Chamberlain is expected at least to ask Mussolini to keep quiet about Spain.



MUSSOLINI

## PICTURE OF THE WEEK

On the opposite page you see one of the inhabitants of the monkey colony on tiny Santiago Island, off Puerto Rico. He is resting on a sand bar a quarter mile from shore. A few moments before this picture was taken, the monkey had dashed from the jungle, across the beach, into the water—an element rhesus monkeys habitually avoid. Primatologist Michael L. Tomlin, director of the colony, explained that the chatter of innumerable female monkeys had impelled this neurotic bachelor to seek escape from the din of Santiago. Present at the time was LIFE's photographer Hansel Mieth who promptly plunged into the lagoon, camera strapped to her shoulder, swam and waded until she overtook the exhausted misogynist. After taking the portrait shown here she helped a native boy drive the monkey back to his island home.



FRANKFURTER





A misogynist seeks solitude in the Caribbean off Puerto Rico



## AMBASSADOR KENNEDY GIVES WALTER WINCHELL THE LOWDOWN ON LINDBERGH



In Miami Beach on Jan. 1, Ambassador Joseph P. Kennedy minned himself at the Roney Calsana Club and talked foreign affairs with Columnists Damon Runyon and Walter Winchell. Next day Columnist Winchell, in a straight reportorial dispatch, revealed for the first time the role of Col. Lindbergh during the Munich crisis last fall.

It was not to the Cliveden set, said Mr. Kennedy, but to Neville Chamberlain that Lindbergh gave his famed report on Nazi air power. Moreover he had done so at the Ambassador's express request. On Jan. 3 Washington correspondents learned Lindbergh had sent similar disquieting reports on Nazi might to the U. S. Army and Navy.

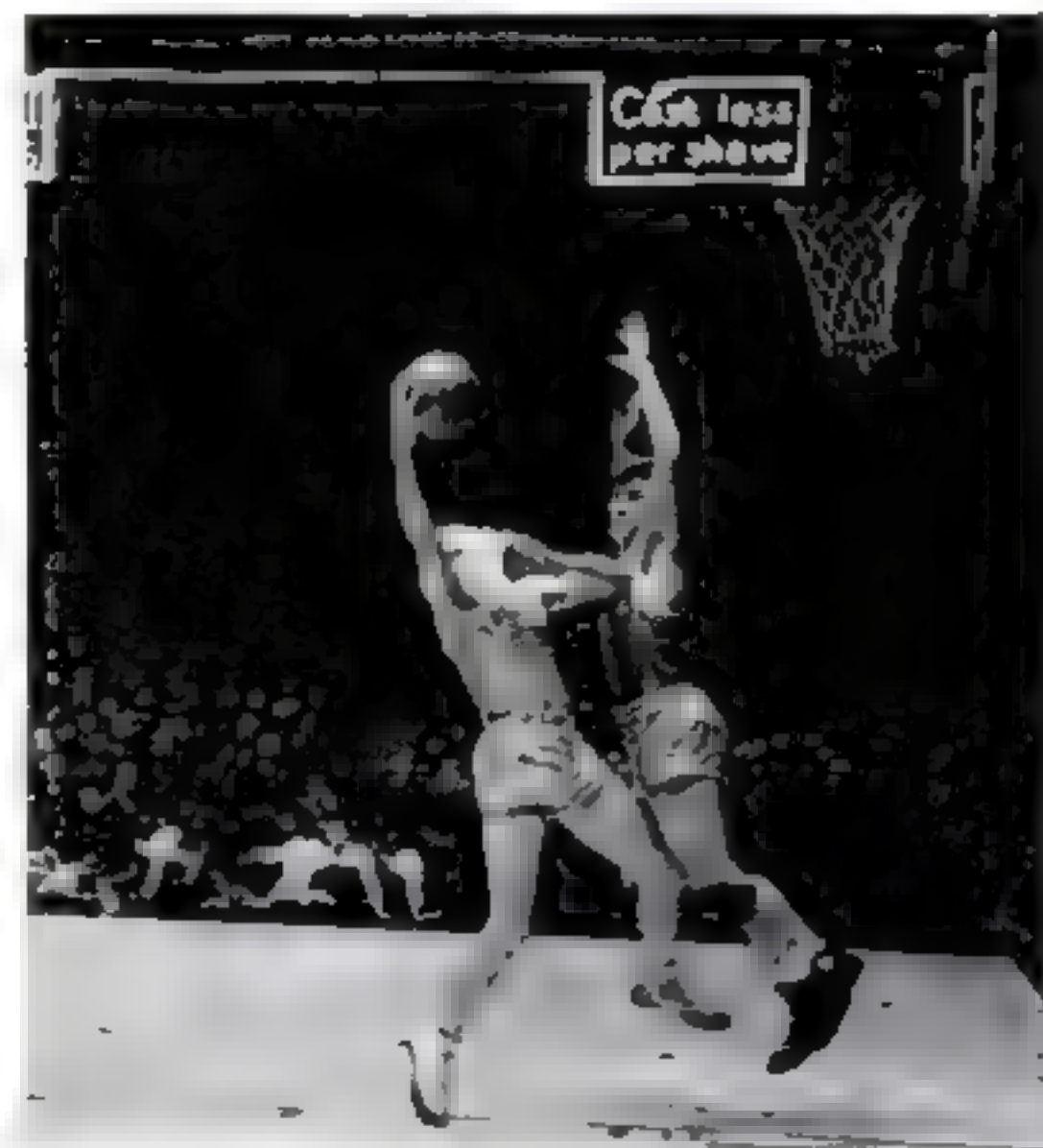
## NEW YEAR SPURS THREE SPORTS CAREERS, CHECKS THREE MORE

All over the country last week, the coming of a new year meant new starts, new careers for hundreds of U. S. sports heroes. Before 17,000 admiring New Yorkers in Madison Square Garden, Donald Budge made his debut in professional tennis, overwhelmed Ellsworth Vines in three straight sets, 6-3, 6-4, 6-2. At the Garden a few days earlier, two great college basketballers, "Jumping Jack" Harvey of Colorado and John Garfinkel of St. John's tangled in a bruising game, shot and passed so well that experts were convinced they would both be 1939 All-Americans.

But for some sports heroes the new year brought an end to glory. Davey O'Brien, 1938's greatest footballer, played his last game for Texas Christian. In New Orleans Joe McCluskey, longtime runner, put himself out of commission when he fell in a steeplechase pond. Greatest tragedy of all came in Greenville, Tex., where 25-year-old Monty Stratton, brilliant pitcher of the Chicago White Sox, shot himself while hunting, had his right leg amputated.



Don Budge, crowding the net, smashes a forehand drive. His great speed kept Vines in the back court.



Jack Harvey of Colorado (with ball) bumps St. John's Jack Garfinkel out of the way in New York. St. John's won the game 39-37.



## THE SWASTIKA FLIES OVER A BRITISH TOWN IN SOUTH-WEST AFRICA

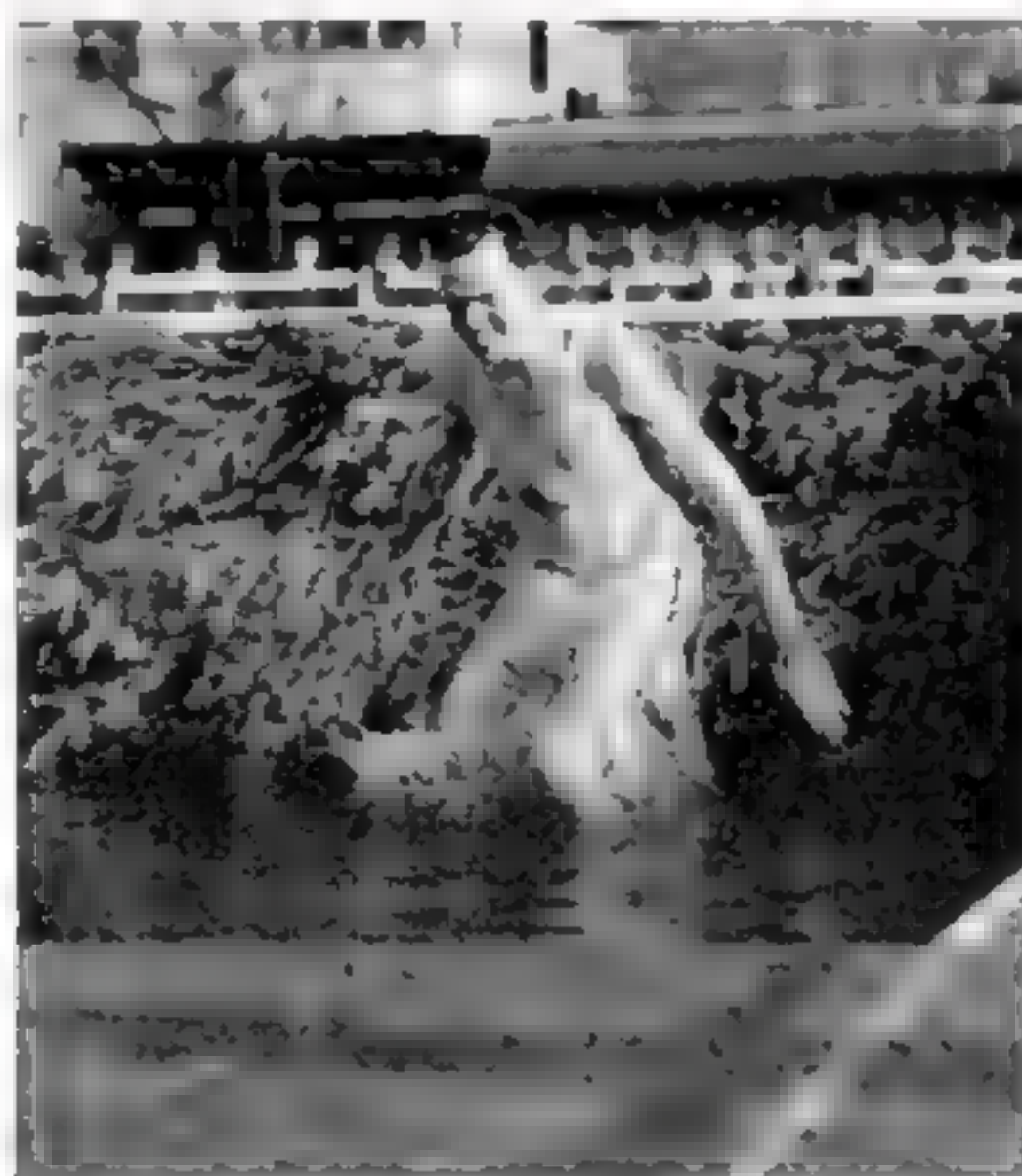


Only Nazi flags fly in this picture of South-West Africa's city of Swakopmund, just received in the U. S. Legally this colony has been a mandate of the British Union of South Africa since Germany lost it in the World War. But ominous tales of Nazi penetration have lately sifted out of South-West Africa. By every boat come trained

German colonial organizers. Young Germans practice grenade-throwing in the desert, lay fantastic plans for airdromes, hold their own secret courts for trial of fellow-Germans. British and Dutch outnumber Germans 21,000 to 10,000, are outnumbered by 330,000 blacks. The main street is empty because the midday temperature is 110°.



**Davey O'Brien**, Texas Christian quarterback, goes for a gain in Sugar Bowl game. T. C. U. beat Carnegie Tech 15-7.



**Joe McCluskey** missed a hurdle and fell on the sixth lap of the Sugar Bowl steeplechase. He hobbled to finish in fourth place.



**Monty Stratton**, White Sox pitcher, faced the New Year bravely on new crutches, declared he would pitch again.





## RUNAWAY FLOAT INJURES 5 IN TOURNAMENT OF ROSES

In Pasadena on Jan. 2 Californians saluted 1939 with the annual carnival of horticulture, football and maidens celebrated for 50 years as the Tournament of Roses. For five miles the procession, which was headed by Shurley Temple (enthroned on gardenias) and terminated by Leonardo da Vinci's *Last Supper* (larded in roses and chrysanthemums), rolled through Pasadena under a misty, moist January sky. Jamming the line of march were 1,250,000 spectators. In the parade were 65 floats, 8,000,000 flowers, \$1,000,000 worth of fine horseflesh, and the usual quota of buxom bare-legged California girls.

Thrill of the day was unscheduled. At the top of the Colorado Boulevard hill, brakes on a heavy calliope float suddenly slipped. Its four little Shetland ponies, unable to check the weight behind them, broke into a gallop. Half way down the hill they overtook another large float, endeavored to skirt it, headed toward the curbstone crowd. Panicky spectators darted in all directions. One woman stumbled full in the path of the runaways (*above*), recovered herself in time to jump aboard the slow-moving float in the center of the road. But five others were injured before the wild dash ended on level ground.

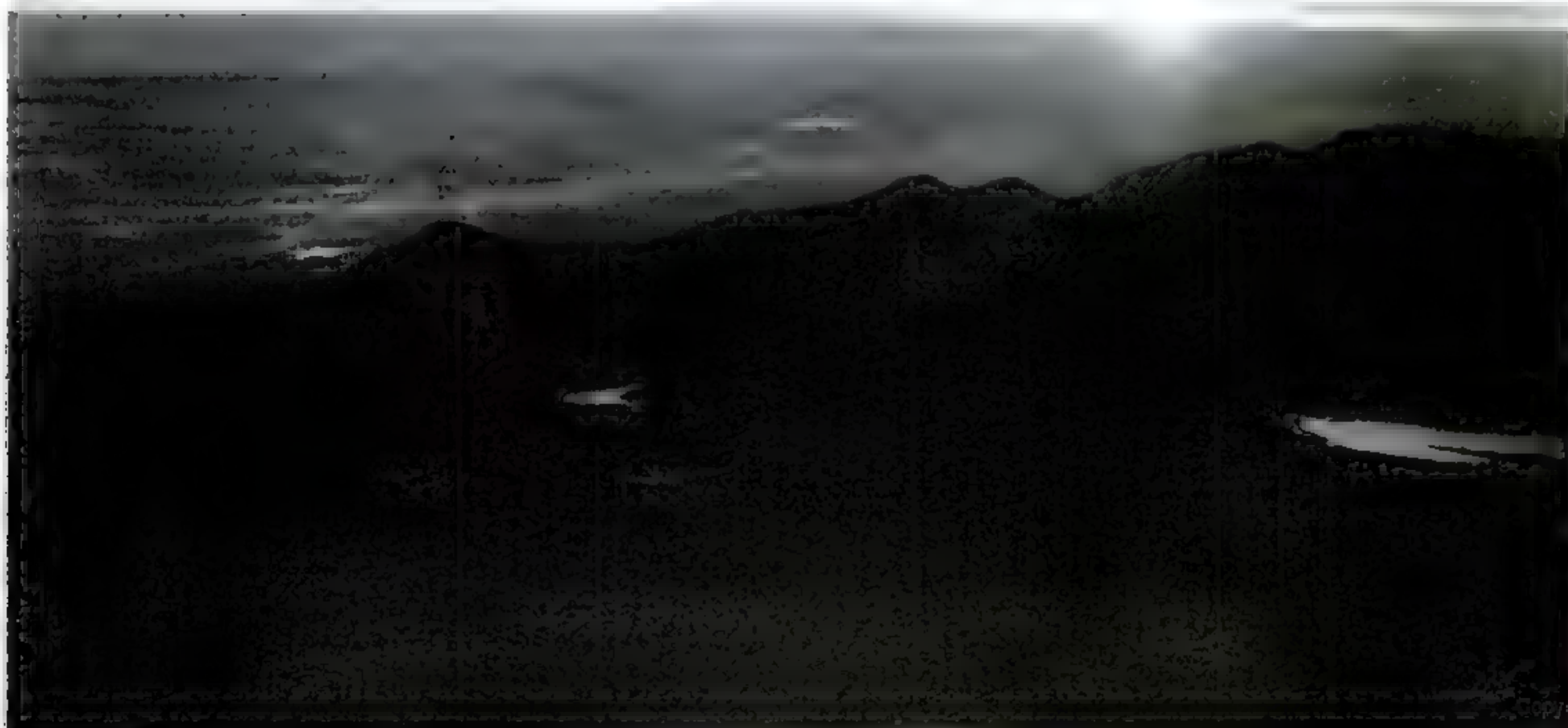


# FIREWORKS BLAZE OVER PIKES PEAK HERALDING FIRST SUNRISE OF 1939



The summit of Pikes Peak is the chilly scene of a fireworks party staged each New Year's Eve by the AdAmAn Club of Colorado Springs. For 17 years its members have started up the mountain's frosty slopes on Dec. 30, touched off rockets and red flares from the topmost crag at midnight Dec. 31, and remained awake to watch the first sunrise of the New Year at dawn Jan. 1. Each year the club has added one new member to the party; hence the name AdAmAn. This year 15 men made the 14,109-ft. climb. The picture above, taken

from a ridge about 4,000 ft. below the summit, shows the first bright burst of the AdAmAn Club's pyrotechnical saluam to 1939. Half a ton of fireworks were exploded in 15 minutes, were visible to spectators at points as remote as Denver, western Kansas and northern New Mexico. When the last spark had fluttered off into the night, club members retired inside the Summit House where they dozed, played cards, read papers and magazines until the first sunbeams of the new year flamed on the horizon 75 miles away (below).







**Russian aristocrats** in Paris over the weekend of Dec. 17, put on their best morning clothes and turned out in force to honor their "Czar," Vladimir, son of the late Cyril who was first cousin to Nicholas II who was executed by the Bolsheviks in 1918. Above, Vladimir Romanoff (10) reviews officers of the pre-Revolutionary Czarist Russian regiments of the Foot Artillery of the Guards, the Cavalier Guards and the Horse Guards. Some 600 officers were presented by their generals, regiment by regiment. Most of these men believe that Vladimir should and will fail in with Hitler's supposed plan to make him Czar of the Russian Ukraine. Since the ruler of this area is now Joseph

Stalin, a successful war against the U. S. S. R. is first indicated. Vladimir hastened to announce that he had never been invited to give his name to any movement "to dismember the Russian Empire," and would never accept such an invitation. Nevertheless, his ancestors' officers were prepared to fight the Bolsheviks once more in Ukrainian "Samostinniki" armies. They listened to the Russian Cathedral choir sing *God Keep The Czar*, and to Vladimir thanking them for their services to his ancestors. Two days later Vladimir left to visit his sister Kira, wife of Germany's Prince Louis Ferdinand, grandson of the last Kaiser. Vladimir is 21. He was born in exile in Finland the summer

before the execution of the last Czar, has studied economics at London University. In the picture above, from the left, stand Artillery Colonel Baron Noltken, store clerk (1), Colonel Deyeff (2), Prince Barnatinsky (3), two other officers of the Foot Artillery (4, 5), Captain Count Hendrikoff (between 5 & 6), General Prince Erstoff, real-estate agent (6), General Chipoff, real-estate agent (7), Captain Touthkoff, now a second lieutenant in the French Cavalry Reserve (8), Colonel Bobrikoff, small hotel keeper (9), Vladimir (10), Count Goudovitch, house-to-house-salesman (behind Vladimir's shoulder) and General Goulevitch, whose daughters live by making artificial flowers (11).



VLADIMIR PLAYS WITH HIS SCOTTY "TOOTS"



MIL. ROMANOFF FINDS RUSSIA ON A GLOBE



HE LOOKS AT PICTURE OF HIS LATE FATHER CYRIL



# SINCLAIR LEWIS MAKES HIS BIG-TIME ACTING DEBUT IN "ANGELA IS TWENTY-TWO"



In Columbus, Ohio, on Dec. 30, Sinclair Lewis, Nobel Prize novelist, maturing playwright and novice actor, opened in the leading role of his new play, *Angela Is Twenty-two*. It was not his first acting engagement. Last July he appeared as Doremus Jessup in a summer stock production of his anti-Fascist drama, *It Can't Happen Here*, at Cohasset, Mass. But now Actor Lewis is launched on a big-time professional footlight career. From Columbus, *Angela* left for Cleveland, Jan. 1, proceeded to other Midwest cities, will hit New York and Broadway in the spring.

It is quite evident Sinclair Lewis enjoys his new calling. On his admission to Actors' Equity Asso-

ciation (A. F. of L. affiliate) last fall, he posed vehemently kissing Actress Helen Hayes (LIFE, Dec. 5), cried: "Writers don't get anything like this." The embrace shown above took place in Mr. Lewis' dressing room after the final curtain of *Angela's* Columbus premiere. The lady in the hug is Flora Campbell, who enacts the title role.

A few years older than 22, Sinclair Lewis' *Angela* first met her co-star last spring. It was she who played the part of Doremus Jessup's daughter in *It Can't Happen Here*. Previously, Oklahoma-born Flora Campbell had trained for a career as concert violinist, appeared in New York with Eva Le Gallienne's repertory troupe, starred opposite

Alexander Kirkland in *Many Mansions* in 1937.

As *Angela*, Miss Campbell enacts the role of a romantic girl who falls in love with a physician 30 years her senior. She wooes and wins him, gets bored after a year and deserts him. To her performance went the most enthusiastic reviews. As 52-year-old Dr. Hilary Jerrett, 53-year-old Actor Lewis seemed to critics "a little on the inexperienced side." They predicted, however, that a few weeks on the road would give him professional stability and address. Responding to curtain calls at the premiere, Actor Lewis declared: "I think the American theater is coming into the grandest renaissance of all times. I have contributed my small bit as well as ability will allow."





Push-off to a racing start



AT FULL SPEED THE OSHKOSH ICEBOAT FLEET SCOOTS CLOSE

## ICEBOATS RACE 100 M.P.H. ACROSS A WISCONSIN LAKE

**W**ith snow and ice singing past under their skate-like runners, the iceboats shown here are speeding across Wisconsin's Lake Winnebago at close to 100 m.p.h. Photographed by LIFE's Frank Scherschel when the thermometer read zero, they make remarkable pictures of America's fastest—certainly its coldest—winter sport.

Since 1790 when the first iceboat appeared on the Hudson River, ice yachting has spread all over northern U.S., particularly to the frozen lakes of Minnesota, Wisconsin, and Michigan. Everywhere this winter there are more boats and more people sailing them than ever before. These new enthusiasts, wearing wind helmets and heavy fleece-lined flying suits, are learning to push the "skeeters" to get them started (*lift*), to crouch low in the basket cockpit as the whole boat heels to leeward. A risky sport, iceboating requires the combined skill of sailing a small sailboat and driving a racing automobile. When it gets out of control, the iceboat spins like a top, may send its crew sprawling to serious injury.





HAULED ACROSS LAKE WINNEBAGO. THESE LIGHT CRAFT TRAVEL FOUR TIMES AS FAST AS THE WINTRY WIND THAT FILLS THEIR SAILS. THE TEMPERATURE IS NEAR ZERO



Up goes windward runner in a perfect hike. Acrobatics like this make good pictures, but are considered bad form. Harry Lund (right) resembles a man from Mars in cold-weather mask.







ANNA MAY, "GUNGA DIN'S" TRAINED ELEPHANT, ON LOCATION IN THE SIERRAS

## MOVIE OF THE WEEK:

*Gunga Din*

For *Gunga Din*, RKO planned a gigantic spectacle in the tradition of *Intolerance* (1916), *Ben Hur* (1926) and *Lives of a Bengal Lancer* (1935). To film the story of Kipling's immortal water boy, RKO Vice President Pandro S. Berman transported an army of actors and technicians to the blistered slopes of Mt. Whitney, 280 miles northeast of Hollywood. Here, amid jagged crags and snow-capped peaks, RKO built a city of 100 tents, a hulking gold-domed temple that cost \$35,000 and was shell-battered at the end, a British army cantonment at \$45,000, and two complete Khyber Pass villages at \$75,000 each.

Then, into this mountain desert near Lone Pine, Calif., RKO hauled 1,000 extras, 100 horses, four elephants, eight camels, nine water buffalo, 2,000 costumes and uniforms, four cannon, two Gatling guns, 600 rifles and 50,000 rounds of ammunition. A belt line of spray guns was set up to turn 500 white men each morning into brown-skinned warriors at the rate of ten a minute. During eight long weeks, under scorching temperatures of 110°-120°, such stars as Douglas Fairbanks Jr., Cary Grant, Victor McLaglen and Sam Jaffe (*Gunga Din*, left, blowing his bugle from the temple dome to warn the British of ambush) staged marches, skirmishes, battles (right) and the macabre rites of the Hindu murder cult of Thugee.

Brush fires threatened to destroy the frail canvas city in which stars and crews lived. Sun blaze sweated as much as 20 lbs. off some of the leading characters. Others suffered sprains and bruises in mountain skirmishing. Hand-to-hand fighting on roof tops and precipices, with perilous leaps and falls, kept 40 Hollywood stunt men sweltering. But when the last camera crank was turned, RKO had produced, at the cost of \$2,000,000, the greatest location picture in Hollywood history. To Kipling admirers, this will be held only a fitting tribute to the "regimental *bhuti*," with "a piece o' twisty rag an' a goatskin water-bag," of whom the poet wrote: "You're a better man than I am, Gunga Din!"









# Movie of the Week (continued)



**Stronghold of Hindu fanatics** is this Temple of Kahi, built by RKO in the foothills of the high Sierras amid terrain

resembling the Khyber Pass in northwest India. Much of Gunga Din's fighting between Highlanders and the natives

takes place on this plateau. From the dome Gunga Din sounds his bugle warning, and from it topples to his death.



**In a Hindu village** Cary Grant and Victor McLaglen, as two hard-boiled British sergeants, shoot their way to freedom in one of Gunga Din's many scenes of northwest border war.



**Death of a Hindu fighter** is simulated by a Hollywood stunt man who dives off a three-story roof into a net below during a skirmish. Other stunt men dive 80 ft. into a stream.





## With £100, a sack of flour, and a rocking chair

**D**ID YOU know that the famous Sir Thomas Lipton—international sportsman and “Tea Merchant By Appointment” to three different Royal Families—began life without title or fortune?

Born in Glasgow of Irish parents, he came to America at 17, had jobs in Virginia and New Orleans. When he went home to start a business of his own, he had a hundred pounds in money, a sack of flour, and a rocking chair for his mother.



**1.** The young merchant with the up-and-coming American ideas soon had a chain of fine provision shops. He sent to America for bacon, to Denmark for butter. And every time he opened the black-and-gold tea canisters, he wondered where to go for finer tea.



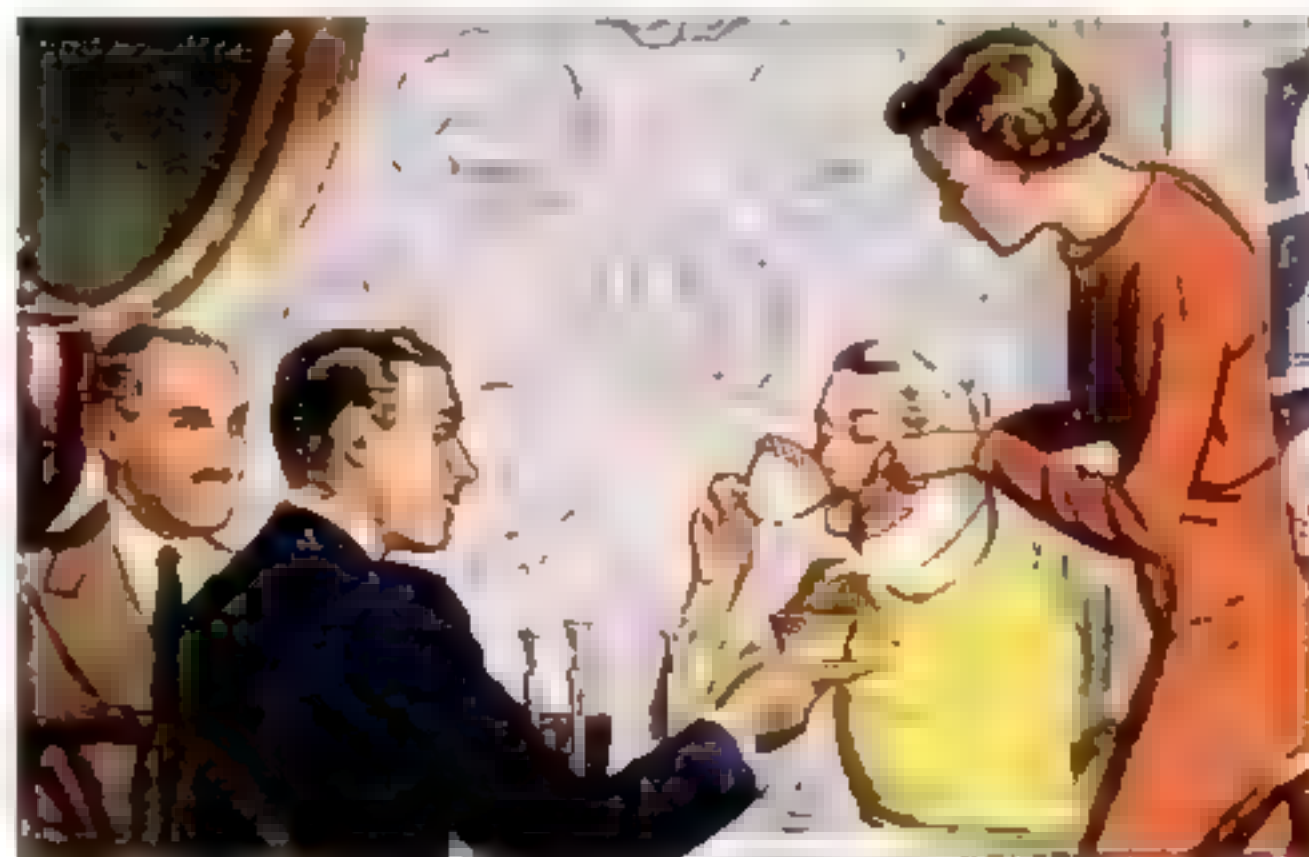
**2.** At last he found that finer tea. It grew up in the hills on the Isle of Ceylon, and it had a remarkably rich, deeper flavor—an unmatched aroma. Straightway, he bought plantations on those remote plateaus, began the scientific cultivation of tea.



## LIPTON'S TEA

**3.** With superb varieties from his own gardens as a basis, the eager planter perfected the blend to which he gave his name. Lipton's Tea won medals at five World Fairs; today it is the favorite of seven nations—including ours.

A luxury? Yes!—but not in price! No beverage except water costs as little as tea . . . even tea as fine as Lipton's! So get a package today. Pour freshly boiling water over the delicate aromatic leaves. Steep three to five minutes. Then taste the most delicious and reviving drink that Nature offers! Tea at its wonderful best—Lipton's Tea.



—“PEPS YOU UP!”



# Watch us take a picture for a Four Roses ad



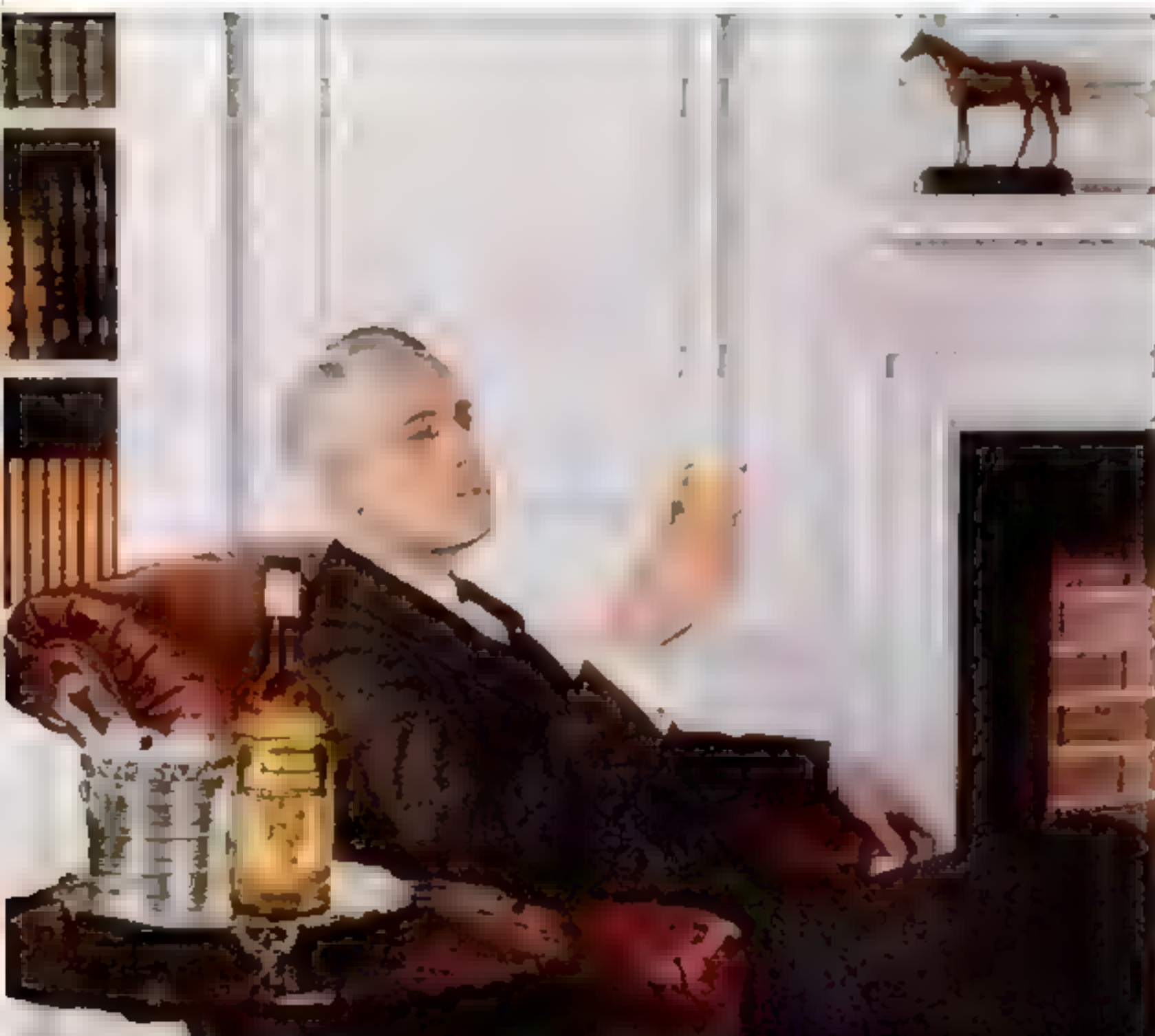
1. A few weeks ago, we dropped in at the studio of Anton Bruehl, the famous photographer, to watch him take a color photograph for a Four Roses ad.

As he arranged his equipment, Bruehl remarked: "In making a picture, I combine *several* lights into *one* light that has every effect I want." It struck us that here was a certain similarity to the way we make Four Roses: by combining *several* fine straight whiskies into *one* whiskey that's finer still.

So we asked Bruehl to demonstrate... and here is the result:



3. "So I spot several other lights, in such a way that unwanted shadows disappear. Now the set begins to take on warmth and depth.



2. "First," explained Bruehl, "I put this 5,000-watt floodlight in position. But it's easy to see that one light is not enough, just as you say one whiskey is not enough in making Four Roses.



4. "Finally, by carefully combining the lights in just the right way, I highlight the important elements that I want to bring out sharply in the finished photograph. Now I'm ready to take the picture." And...

5. Here's the way the photograph turned out—a picture with *every* quality it should have, because the photographer skillfully combined *several* lights to achieve the *one* perfect light he needed.

In much the same way, we couldn't hope to achieve the perfect whiskey by using just a *single* fine straight whiskey. Instead, we take *several* straight whiskies, each selected for some special virtue. Then, with the skill of 74 years guiding our hand, we combine them to make *one* whiskey that we believe is America's Finest—Four Roses!

Ask for Four Roses, at your favorite bar or package store, today. It may cost a trifle more—but once you've tried it, we doubt if you'll ever let the slight difference in price stand between you and this magnificent whiskey!

## FOUR ROSES

*A blend of straight whiskies—90 proof—Every drop is whiskey.  
Frankfort Distilleries, Incorporated, Louisville & Baltimore*

WE BELIEVE FOUR ROSES IS AMERICA'S FINEST WHISKEY—BAR NONE



# THE FIVE SISTERS

A Toronto scientist analyzes the Dionne Quins  
as psychologically different personalities

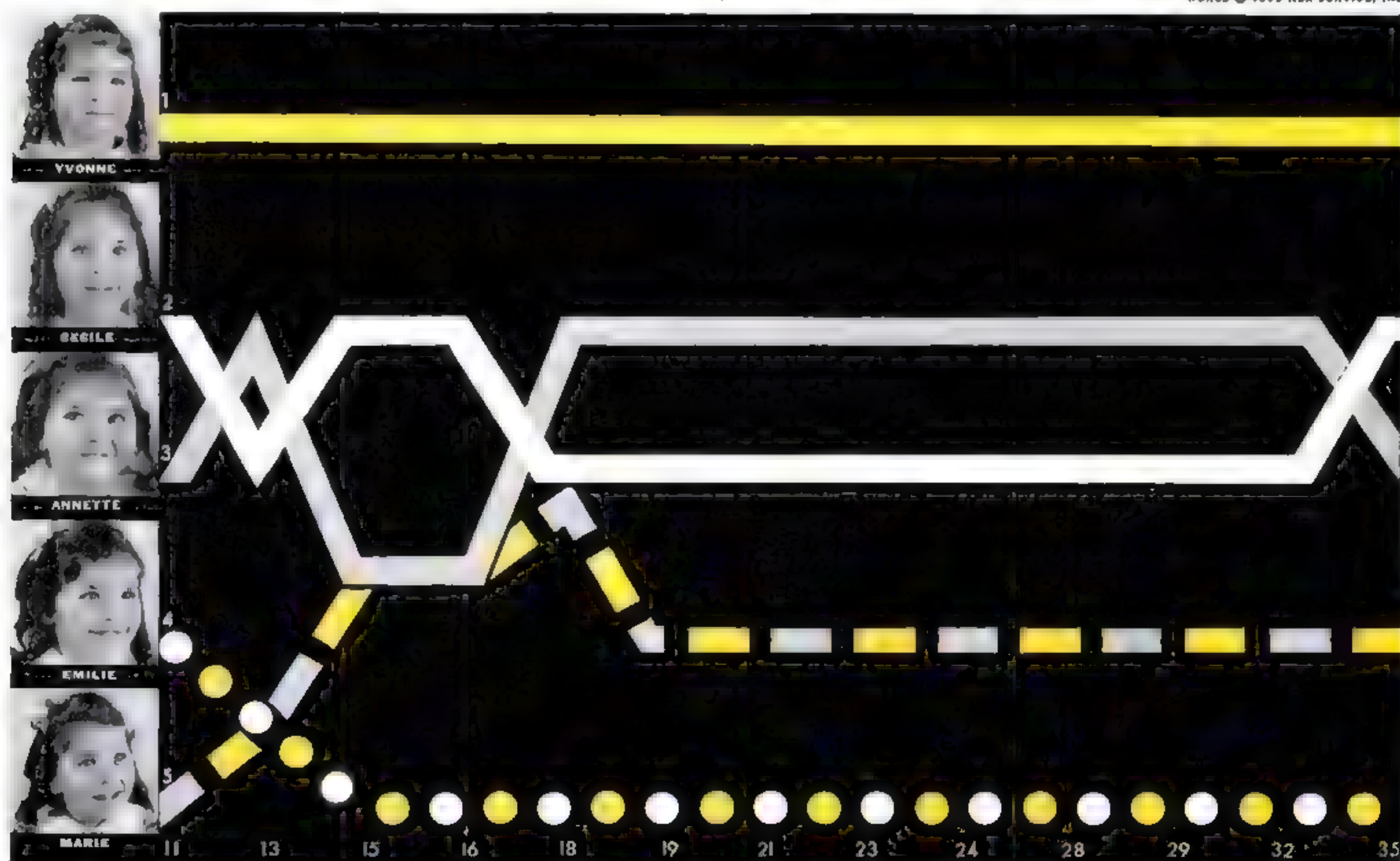
In the 4½ years of their life, the Dionne Quintuplets have acted for the camera most of the events of their daily life. Millions of Dionne devotees have followed them rapturously. But few of them know of an absorbing scientific analysis of the personality and behavior of the Quins published recently by William Morrow & Co. This is *The Five Sisters* by William E. Blatz, professor of child psychology at the University of Toronto. In his book, from which the material on these pages is taken, Dr. Blatz discusses the Quins not as charming children but as psychologically different personalities.

At left is a picture chart showing the changing faces of the Quins. By comparing physical characteristics (handprints, footprints, ear shapes) a chain of resemblances has been traced. Emilie closely resembles Marie. By comparison, neither is very close to Yvonne or Annette, who are very close to each other. These four Quins split into two distinct pairs. Between them is Cecile, who resembles both Marie and Yvonne. Cecile is thus the link which joins the five Quins together. Dr. Blatz believes that Marie and Emilie, smallest and slowest of the five, may be products of late embryonic cell divisions. The Quins are uniovular, i.e., product of one egg. Before birth the sisters had a common umbilical cord—an occurrence rare even in twins.

Before they were a year old, the Quins began taking mental aptitude tests (see next page). Below, their comparative mental ratings are shown. Like all premature babies, the Quins (7-month babies), were below normal mentally and physically. By now, they have largely caught up with normality. Their vocabularies still lag, but here they suffer not only from being premature but from being multiple children. Twins are always late talkers because they communicate with each other through gestures.

WORLD © 1959 NEA SERVICE, INC.

**Look-alikes:** Once almost indistinguishable, the Quins have grown more and more distinct. Emilie and Marie, for instance, now have longer and narrower faces than Annette and Yvonne.



RECORD OF COMPARATIVE MENTAL ABILITY AT DIFFERENT MONTHS. YVONNE HAS ALWAYS BEEN BRIGHTEST. CECILE AND ANNETTE HAVE FOUGHT FOR SECOND PLACE

CONTINUED ON NEXT PAGE



# Just won't get up until good and ready!



A heap o' sleepin' in the wood....that's what makes  
**BRIGGS** Tobacco a dream of mellowness and flavor

"**G**OOD AND READY"...that's Briggs! Ready to prove its charm in your own pipe...and good enough to do it!

It is a Methuselah-like aging process that makes Briggs so special among the world's fine pipe blends. Every blue-blooded leaf of fine tobacco, selected for Briggs, is first tucked into an oaken cask to sleep, and sleep, and s-l-e-e-p. That mellowing period is months longer than the

time used in aging most brands at Briggs' price...or, many brands at any price.

That long, long slumber in-the-wood is the simple magic that adds honey-smooth mildness to Briggs' rich, full flavor.

At 15 cents a tin, Briggs offers such luxurious smoking that it makes the spending of a penny more...or less...seem pretty foolish! Ask any Briggs smoker.

**CASK-MELLOWED**  *Extra Long for Extra Flavor*

## Five Sisters (continued)

WORLD © 1939 WEA SERVICE, INC.



Mental aptitude tests were given Quins to determine mental ratings. Here, while a psychologist takes notes, Cecile (40 months) piles blocks to test co-ordination.



The form board is another test. Above, Cecile fits variously-shaped pieces of wood into matching holes on the board. In first form-board tests, Quins got low marks.



Fitting pegs into holes is easy. Backward at first, the Quins progressed rapidly. At 17 months, their marks averaged about 50%. At 35 months, they were over 80%

CONTINUED ON PAGE 34



# CHEVROLET FOR 1939



*Its Higher Quality Speaks Quickly  
to your eye - to your mind - to your pocketbook*

## ONLY CHEVROLET GIVES SO MUCH FOR SO LITTLE

PERFECTED VACUUM GEARSHIFT\* • NEW AERO-  
STREAM STYLING, NEW BODIES BY FISHER •  
NEW LONGER RIDING-BASE • CHEVROLET'S  
FAMOUS VALVE-IN-HEAD SIX • PERFECTED  
HYDRAULIC BRAKES • NEW "OBSERVATION  
CAR" VISIBILITY • PERFECTED KNEE-ACTION  
RIDING SYSTEM (with Improved Shockproof  
Steering)† • TIPTOE-MATIC CLUTCH

\*Available on all models at slight extra cost. †Available  
on Master De Luxe models only.

General Motors Installment Plan—Convenient, economical monthly  
payments. A General Motors Value.

CHEVROLET MOTOR DIVISION, General Motors Sales Corporation  
DETROIT, MICHIGAN



The absolute quality-dominance of Chevrolet in the field of low-priced cars is even more apparent this year than in the past, even though Chevrolet prices for 1939 are substantially lower.

You'll see this higher quality plainly mirrored in Chevrolet's smarter body lines; you'll feel it come to thrilling life in Chevrolet's nimbler performance; and you'll recognize its influence again in Chevrolet's lower costs for gas, oil and upkeep.

Higher quality runs all through the car, from basic design to beautifully curved Turret Top, from raw materials to the last tailored appointment; and this higher quality is the whole secret of the greatest of all Chevrolet economies—its unusually long life.

You and other motorists have purchased more Chevrolets than any other car during seven out of the last eight years, and you have thereby made it possible for Chevrolet, with its enormous volume production, to give you this higher quality at Chevrolet's substantially lower prices.

Ask your nearest Chevrolet dealer for a thorough demonstration of the new Chevrolet for 1939. You'll find that its higher quality speaks quickly to your eye, to your mind, to your pocketbook. You'll find that, once again, "Chevrolet's The Choice!"



(continued)



The chart above shows how frequently each child is responded to. Annette is first choice of Yvonne, Cecile and Marie, divides Emilie's choice with Yvonne. Annette's first choice is Cecile, her second Yvonne. Yvonne is Cecile's second, Cecile is Yvonne's. Emilie is Marie's second choice, Marie is nobody's.

The chart below shows how often Quins watch each other. Watched by all her sisters is Annette, first choice of Yvonne and Emilie, second of Marie and Cecile. Cecile mostly watches Yvonne, is most watched by Annette and Marie. Yvonne is Emilie's second choice, Emilie is Yvonne's and nobody watches Marie.



## SOCIAL RESPONSES OF THE FIVE SISTERS ARE SHOWN BY CHARTS

The charts on this page, adapted from *The Five Sisters*, are the result of checkup in the Dionne nursery. Over a given period, watchers recorded the frequency with which the sisters responded to each other (above left), watched each other (above), sought out each other (left). Annette, a show-off, is usually the center of nursery attention. Cecile, whose unpredictable behavior delights her sisters, comes next. Emilie and Marie, who resemble each other and are almost the only ones to pay much attention to each other, are last.

In social popularity, Yvonne, most dominant of the five, comes first. She receives eight visits for every five she pays whereas Annette, who is always in a social flurry, receives only four visits for every five she pays. Cecile ranks second, with six visits for every five paid. Emilie is socially scrupulous, paying just as many visits as she receives. Marie gets only  $3\frac{1}{2}$  visits for every five paid.



This chart shows how often each Quin is sought, uninvited, by her sisters. Annette is first choice of Cecile, second of Marie and Emilie, shares Yvonne's choice with Cecile. Cecile is first choice of Annette, Marie. Yvonne is second choice of Annette and Cecile. Marie is sought most by Emilie, Emilie herself by no one.





SPECIAL OCCURRENCE IN THE NURSERY: EMILIE PLAYS ALONE WITH HER DOLLS



ANNETTE COMES OVER WITH TEDDY BEAR TO WATCH EMILIE. EMILIE IGNORES HER



THE PLAY BECOMES PARALLEL. BOTH GET THEIR DOLLS AND SIT THEM IN CHAIRS



EMILIE GIVES HER DOLL A DRINK. SHE STILL IGNORES ANNETTE WHO WATCHES HER



ANNETTE REACHES FOR A CUP AND DISTRACTS EMILIE'S ATTENTION FROM HER DOLL

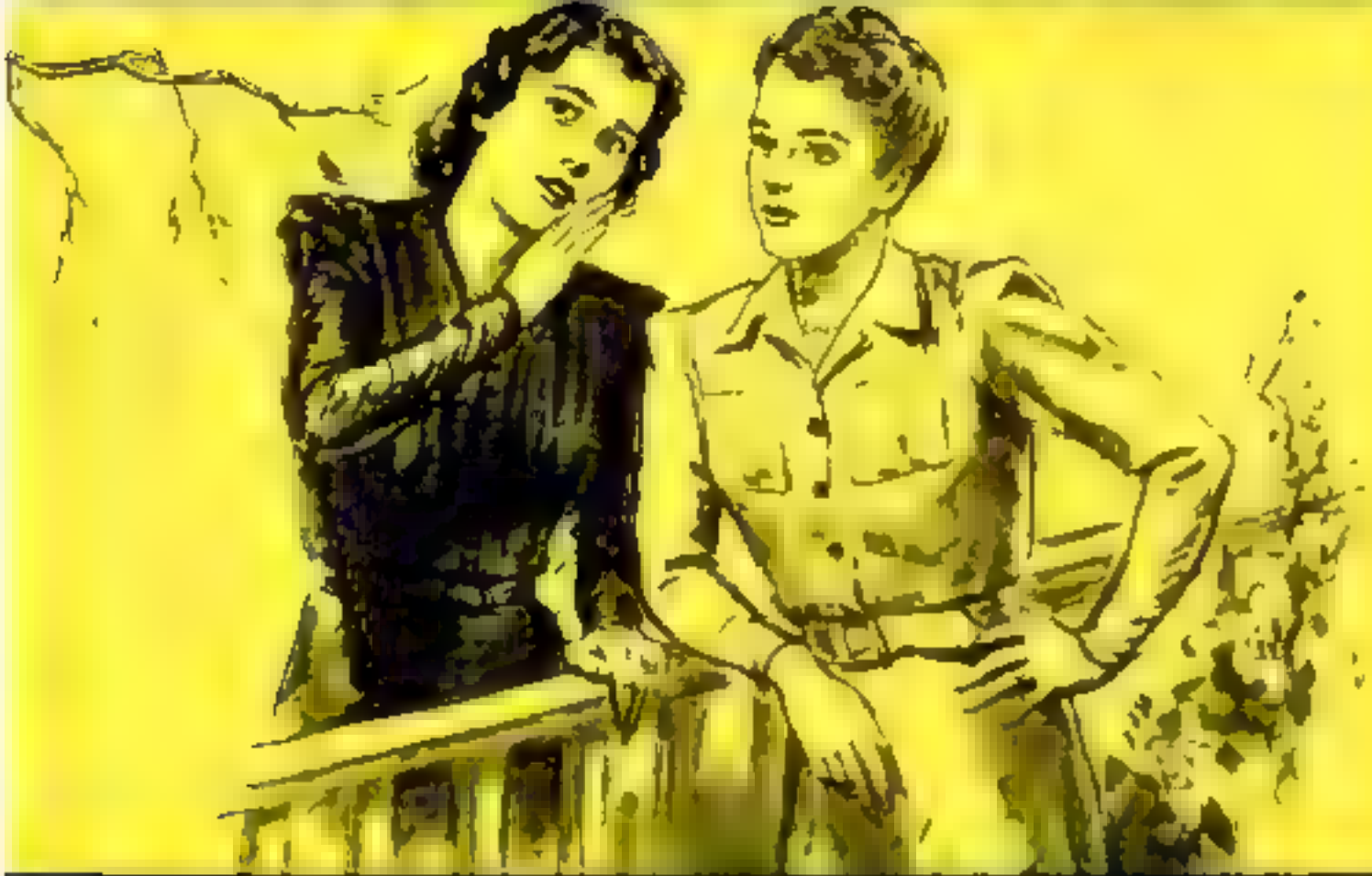


ANNETTE OFFERS EMILIE A DRINK. INTERESTED AT LAST, EMILIE PRETENDS TO DRINK

CONTINUED ON NEXT PAGE



## 7 SECOND MYSTERY STORY



"HOW DOES AGNES EVER SATISFY HER CHILDREN BETWEEN MEALS WITHOUT SPOILING THEIR APPETITES?"



HERE'S HOW she does it. She keeps several packages of this famous Beech-Nut peppermint gum in the house. The youngsters love it. P. S. So do grown-ups!



One of America's GOOD habits

## BEHAVIOR & MISBEHAVIOR ARE STUDIED

Socially the Quins get on well together. Sometimes Cecile, out of sheer bossiness, tries to wash Marie's face. Often, after the drawing hour, Emilie manages to end up with all her sisters' pencils in her own pocket. But they play pleasantly together, dance charmingly even when (as below) a minuet presents the problem of an extra partner. When the Quins some time ago learned to bow, dancing presented another problem. So entranced were they by this new trick that they held up the whole performance while they bent gravely over until their heads touched the floor.

Musically the Quins do not get on very well together. Best musician in their rhythm band (below) is Annette, who has a fine and flexible sense of rhythm. Yvonne beats steady time but never stops at a pause. Cecile is good only on simple things. Emilie has an excellent sense of rhythm but, being a swing musician at heart, she ignores her sisters and improvises her own beat. Marie is inclined to stop playing and just listen.

But the Quins are no angels. They can be naughty. They are punished by being isolated, as Marie is on the opposite page. The chart above her shows the relationship between the number of times each Quin, over a given time, was "noncompliant" or naughty, and the number of times she was punished. Annette was noncompliant more than any of her sisters yet, as the chart shows, she was punished fewest times. Marie, though naughty 130 fewer times than Annette, was punished twice as often. The reason is that Annette knew just how far she could go with the nurses before reaching the point where discipline would descend on her. Usually, she stopped in time. But Marie, far less shrewd than Annette, did not know when to stop and became the most frequent inmate of the Dionne "jail."

WORLD © PPS NEA SERVICE, INC.



The Quins dance a minuet but, since there are five, there is always one over. This time it is Cecile (center), who cuts in on Emilie and Yvonne and is being welcomed.



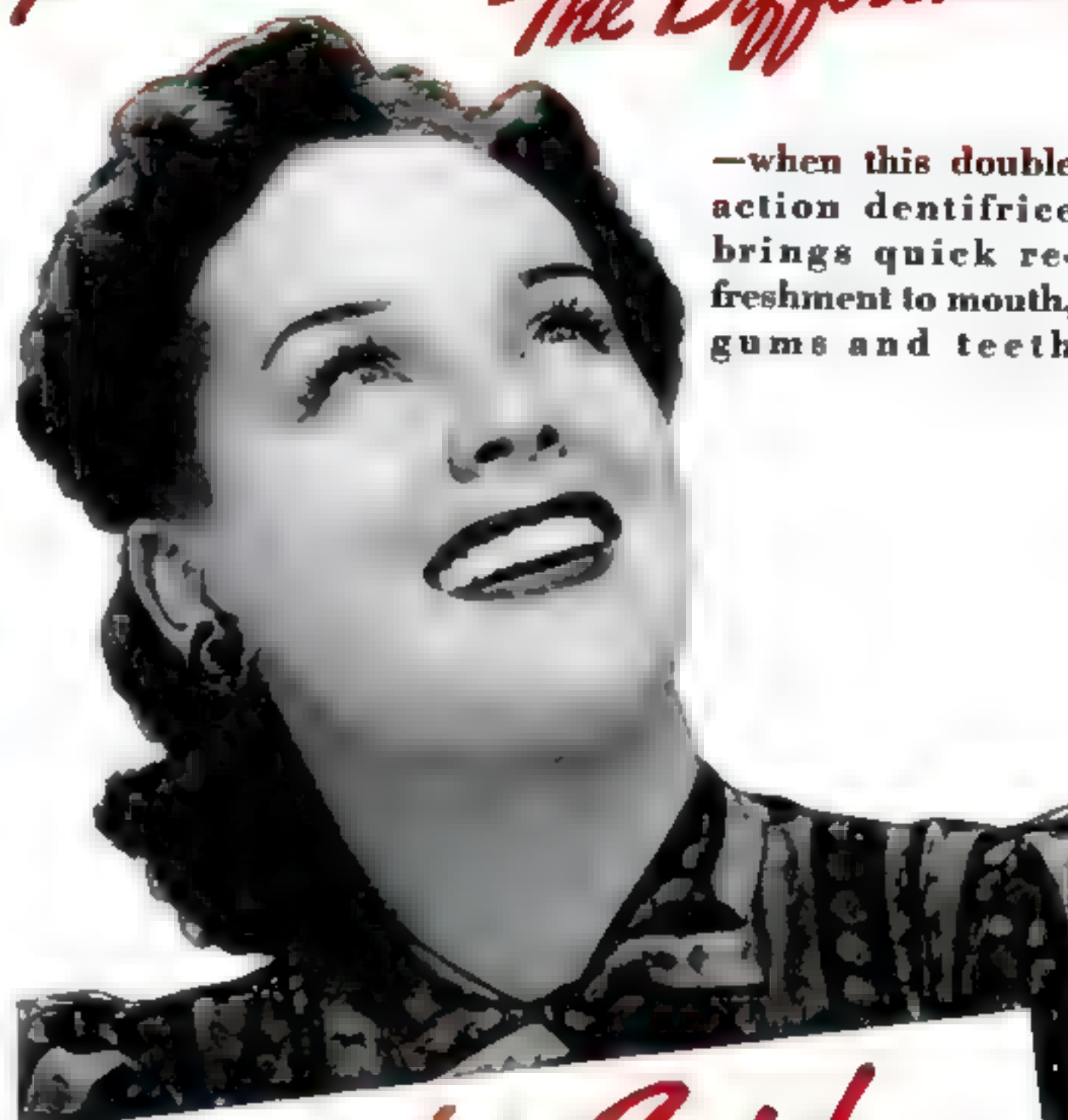
The Quin band has been in existence for a year and a half, uses rhythm instruments like drums, bells, cymbals. Left to right: Annette, Yvonne, Emilie, Cecile, Marie.





Marie has been bad and sits in Dionne "Jail," a pleasant room where she may read or play but is deprived of her sisters' company until she has learned her lesson.

*You Can Taste and Feel  
The Difference*



—when this double action dentifrice brings quick refreshment to mouth, gums and teeth

*Fight Acid*  
when you brush your teeth!

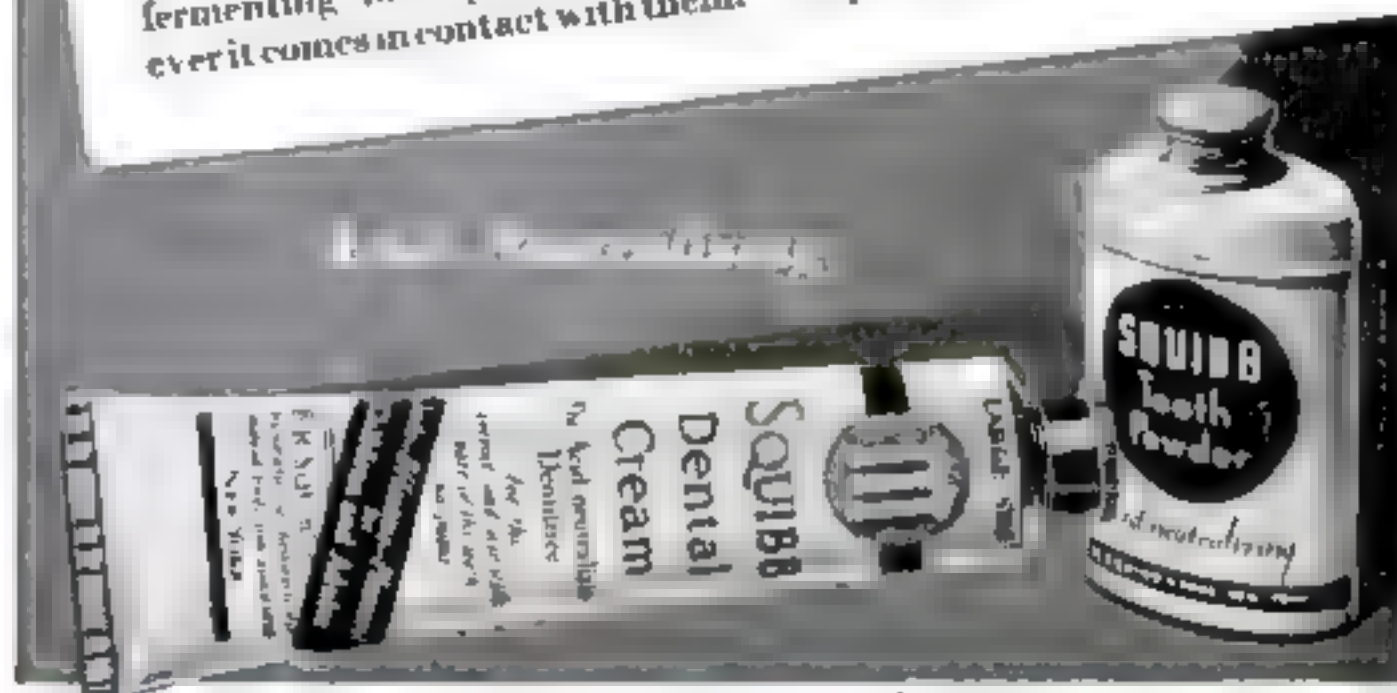
THE TRADITION of the House of Squibb demands that every product bearing its name must make a definite contribution to the well-being of its purchaser.

That is why every tube of Squibb Dental Cream and every tin of Squibb Tooth Powder brings double benefit. First, it excels in cleansing and polishing. Second, it contains a tried and proven antacid, which neutralizes the destructive acids formed by fermenting food particles whenever it comes in contact with them.

These harmful acids may attack enamel, and are factors in most tooth decay; while the process of fermentation may give rise to unpleasant breath and taste.

When you brush your teeth with Squibb Dental Cream or Squibb Tooth Powder, you will enjoy a really remarkable sense of refreshment and a zestful feeling of cleanliness.

Begin this beneficial habit today. Use a Squibb dentifrice in your favorite form at least twice a day... and make sure it's Squibb.



COPYRIGHT, 1932, E. R. SQUIBB & SONS

**SQUIBB Dental Cream**

The Priceless Ingredient of Every Product is the Honor and Integrity of Its Maker



## BRITONS START CHINCHILLA FARM



The chinchilla nestling in the scales below tips the beam at 20 ounces. He is worth \$1,500, or \$75 an ounce. With gold now at \$35 an ounce, the furry rodent is worth more than twice his weight in gold. His owners, Fletcher Robert and Mrs. Hamblen Thomas (above, with five chinchillas) brought him all the way from the Chilean Andes to Great Yarmouth, England, to start Britain's first chinchilla farm. They have five pair now. In five years, if there are no fatalities, each pair should have produced more than 100 descendants.

Chinchillas live 15,000 ft. up in the Andes, have to be brought down slowly to adjust them to temperature and pressure changes. The founder of the biggest U. S. chinchilla farm, Chapman Chinchillas Inc. of Los Angeles, spent six years bringing his first set down to sea level. On ship-board, the chinchillas were always fainting, having to be revived with cold compresses.

A coat made of prime chinchilla pelts costs about \$30,000 but, though it looks very lovely and feels very snug, it does not wear very well. Chinchilla, though one of the most valuable of furs, is also one of the least durable.



MRS. HAMBLÉN THOMAS WEIGHS \$1,500 WORTH OF LIVE CHINCHILLA



Forget the calendar—cruise back to SUMMER! Swim, fish, sail, in tropic waters. Enjoy golf, tennis, cycling, riding, horse-racing, polo and gay cosmopolitan evenings . . . or store up new-found energy in peace and contentment.

Knew the delights of luxury cruising in these three famous Cunard White Star liners with their broad sun decks, outdoor and indoor swimming pools, sparkling social life, dances, deck-sports, movies, concerts, bridge tournaments. Famed Cunard White Star à la carte Cuisine, Service and Seamanship. Schedules allow one to four days in Nassau with stopovers for longer periods, as you desire.

NEW THIS YEAR—special functions for cruise visitors.

**BRITANNIC** sails from New York

Wednesdays Jan. 25..Feb. 15..Mar. 8 Saturdays Feb. 4..Feb. 25

**GEORGIC** sails from New York

Saturday, March 10 Wednesday, March 29 Friday, April 7

**LANCASTRIA** sails from New York EVERY SATURDAY

May 6th to December 16th

NO PASSPORTS REQUIRED

8 DAY CRUISES

**\$97<sup>50</sup>**  
ONLY UP

6 DAY CRUISES

**\$55<sup>00</sup>**  
ONLY UP  
in the LANCASTRIA

See your local Travel Agent or

**CUNARD WHITE STAR LINE**

25 Broadway or 638 Fifth Avenue, N. Y.



*They Just Can't Resist an*  
**OUTDOOR COMPLEXION**



**B**EAUTY may be only skin deep . . . but how are you going to enjoy life unless you stop 'em with an appearance of health and well-being? Take a tip from this lucky beach-comber, keep that *outdoor complexion*.

Bask in healthful, ultra-violet rays regularly

every day right in your own home, snow or shine, beneath a G-E Sunlamp. Your favorite G-E dealer is ready with the latest G-E Sunlamp models. Stop in and look them over. See how attractive they are. How little they cost to operate . . . actually only a few pennies a day.

Sunlamps by

**GENERAL  ELECTRIC**



Ultra-violet rays, producers of Vitamin D, build up the calcium supply in the blood. They are essential in the cure and prevention of deficiency diseases. G-E Sunlamps are an efficient and reliable source of these rays. Prices start at \$59.95. The model illustrated is the BM-8. Eastern list price, \$44.95.



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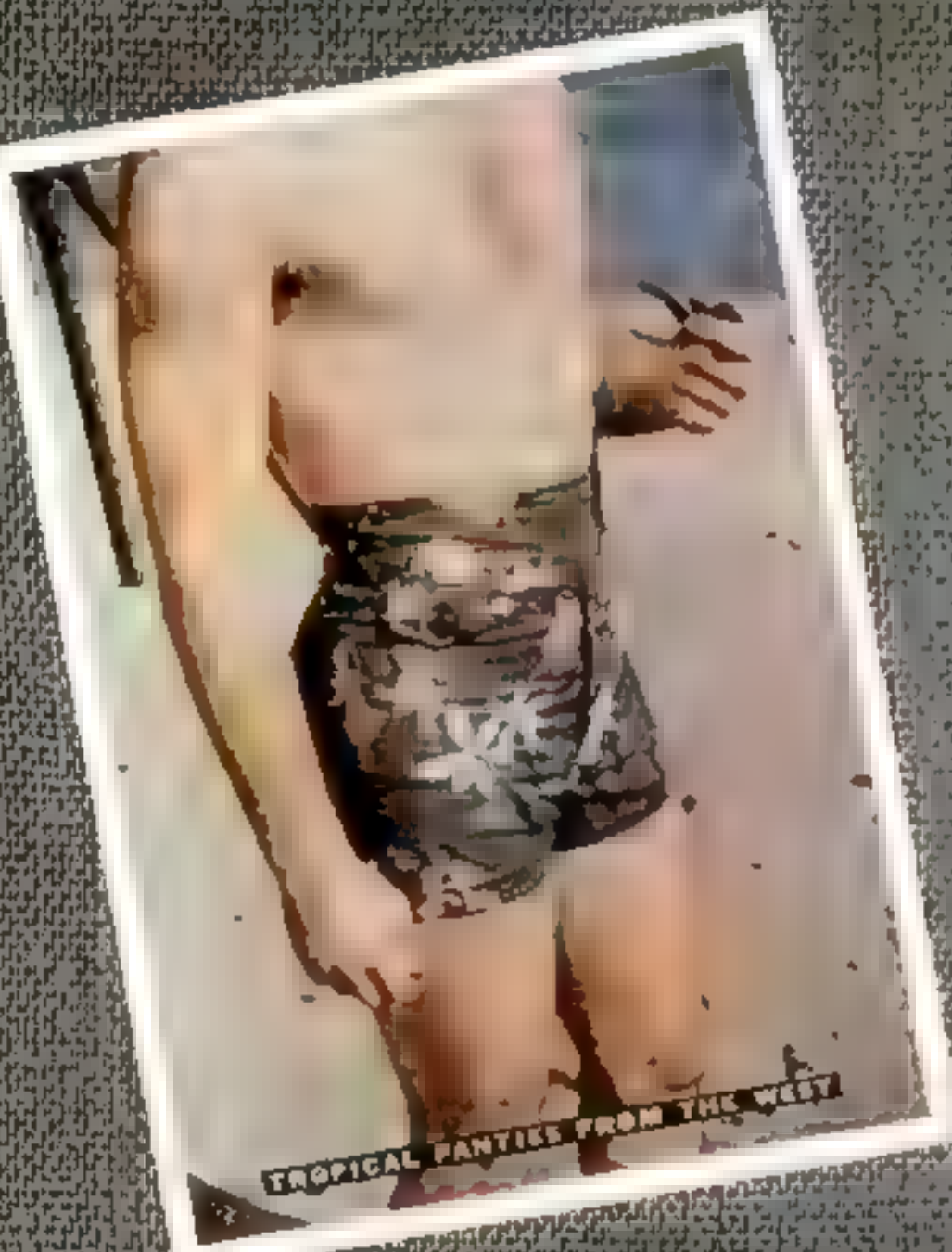
DINNER COATS, LIGHT COLOR & WEIGHT

**M**rs. Bunny Wall, a vivacious, energetic little woman, divides her year between the South of France, the Lido, Florida, West Indian resorts, California playgrounds and a hole-in-the-wall office in New York. She is stylist of men's clothes for R. H. Macy & Co. and as such is greatly responsible for how American men look on beaches.

On this page are some of Mrs. Wall's new selections which smart males will wear at winter southern resorts and at summer playgrounds. Europe is her inspiration for fabrics whose novelty lies in their weave, and for innovations in cut of garments. The brief trunks at center right are like the bandanna-drapers worn last year on the Riviera. The West Coast and Hawaii started giddy prints like the trunks and shirt below. More color will be used than ever before, with red, rust, smoky blues and greens predominating. Some men will wear white or slightly colored jackets for evening (left). A great many more will wear collarless jackets over shirts and slacks (right).



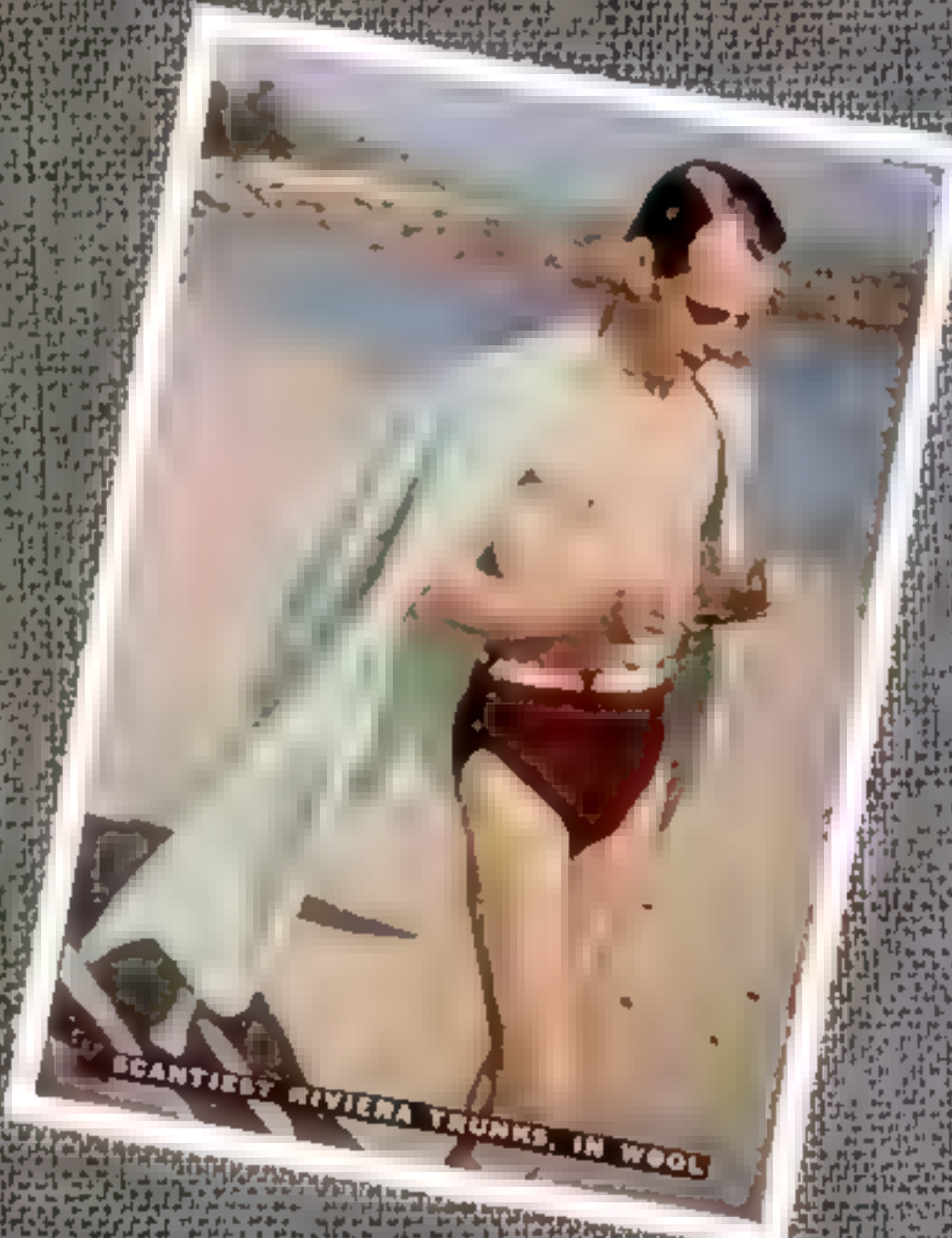
DAYTIME JACKETS MINUS COLLARS



TROPICAL TANK TOP FROM THE WEST



HAWAIIAN SHIRTS OVER PLAIN SHORTS



SCANTIEST RIVIERA TRUNKS, IN WOOL



PLAY SUITS LIKE MECHANIC WORK CLOTHES



STRONG COLORS, SHOE-SANDALS FOR ALL DAY





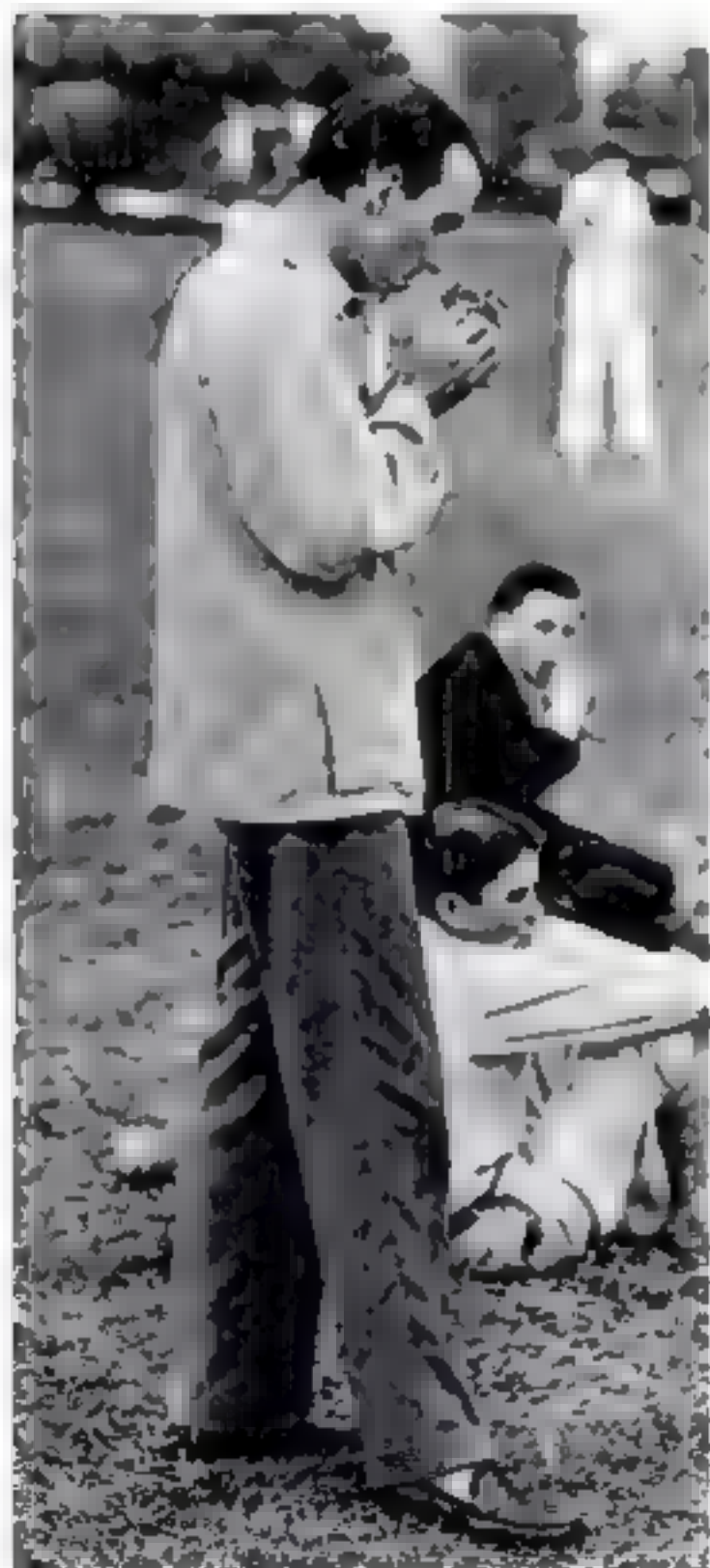
Short polo shirt is worn outside tan flannel slacks by Captain Cecil Boyd Rochfort at the Palm Beach Country Club. Short shirts look best tucked in, but most men let them flap.



These shiny LasteX trunks were photographed at Palm Beach, Fla. Some trunks are plain, others figured, some of wool, some with LasteX, but all of them are brief and skintight.



"Sailor Moku" shirts from Honolulu are a favorite fashion with young men. Here Bayard Dillingham wears one over his bathing trunks. They are also worn with slacks and shorts.



Long bush jacket is worn over slacks by John Randolph McLean at Palm Beach ball game.



A shirt-and-slack outfit, in corresponding or contrasting colors, is usual all-day garb.



Long shirts are now seen everywhere. White smokers with beach wear are low style.



Striped blazers of Palm Beach cloth and darks are worn for golf. Note length of coat.



## MODERN LIVING



Old French watch suspended from a heavy four-ply gold chain is worn by Joseph Alsop Jr. with day and evening clothes. The watch weighs four ounces, has a gold case and face.

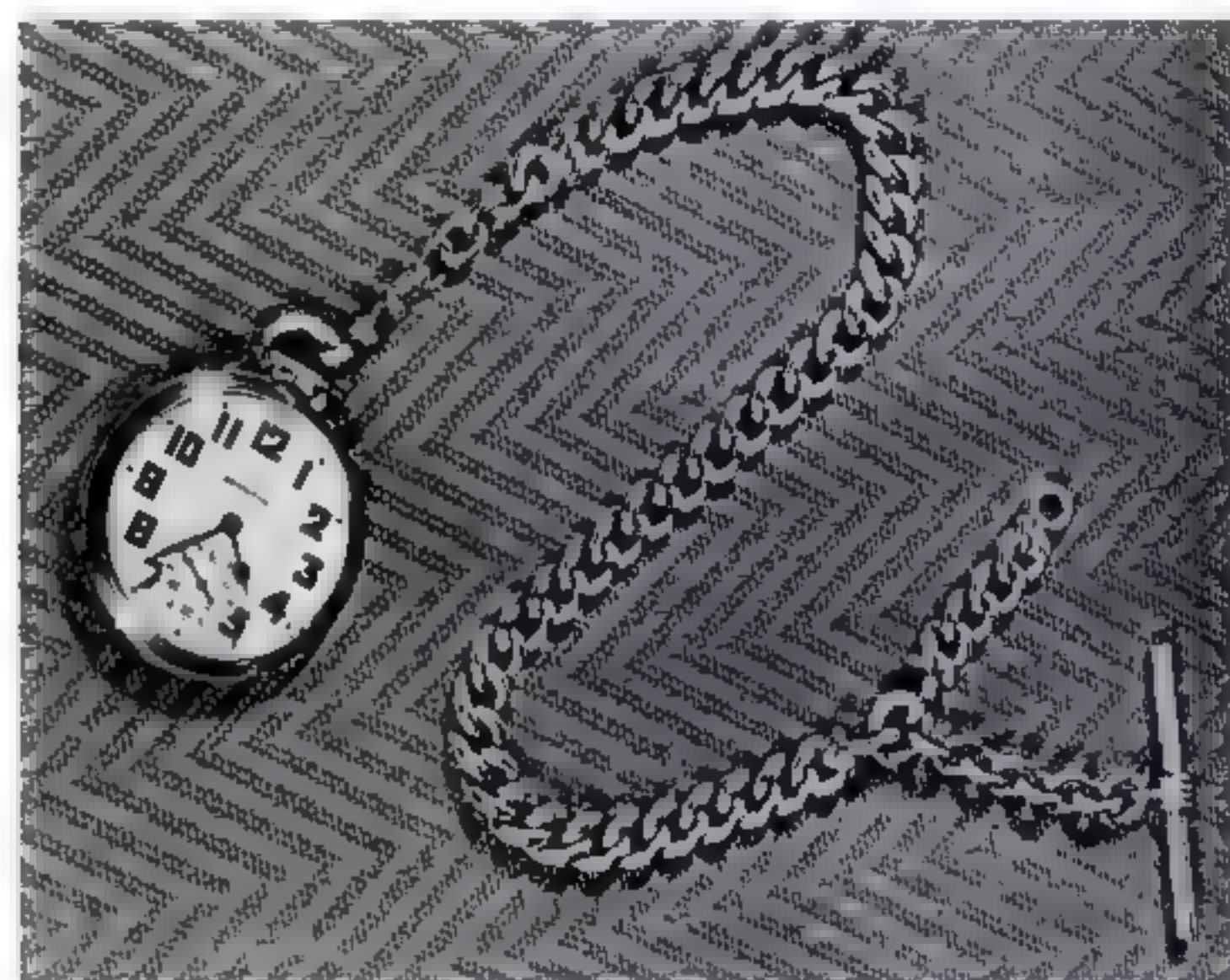
## MODISH MEN REVIVE CHAINS AND RINGS

### AND JEWELRY SALES REACH A NEW PEAK

Jewelers are polishing off their old watch fobs and chains, pawnbrokers are breathing on huge glittery stones, haberdashers are peppering their showcases with cards of tie clasps, pins and cuff links, because the men of the country have gone on a jewelry-buying spree.

Not since the War has the men's jewelry business piled up the sales it did in 1938. Some attribute the revival of interest in men's jewelry to the French cuff, introduced two years ago, with which cuff links must be worn. Others claim it is part of the general trend to more color in men's clothes. Whatever the cause, men are now wearing gold jewelry day and night.

On these pages and on the cover are examples of weighty "hardware" now worn by fanciful men about town. Other examples are the gold Egyptian ring worn by "Jock" McLean (see page 41) and a slave bracelet worn by "Bob" Topping



Railroad watch and chain worn by Lucius Beebe (see cover). Watch is a standard \$62.50 Hamilton. Gold chain, made about 1870, was bought at Jaccard's, in St. Louis, for \$175.

## MEN'S NEW EVENING SUIT

### HARKS BACK TO OVERALLS

Color and fantasy in men's wear is not confined to southern resort clothes and jewelry. The pictures at right show a refreshing new evening fashion for men seen recently at a party held at the Coq Rouge in New York by the School of Professional Arts.

This new style is the result of a project for new design in men's clothes undertaken by the students of the school under the supervision of Archibald Gunning Loomis, designer. At the school's party, seven members of the school and Chauncey Mathews of Yale and Roger Conant of Lord & Taylor bravely wore the strange pastel-colored garb for which each had paid \$50. Although startling at first sight, the new clothes were soon accepted and mingled unchallenged with the white ties and tails of the more conservative guests.



All-in-one pants and vest of light blue flannel are zipped up the side.



Suspenders start at the shoulders, button to the inside of the high-waisted pants.

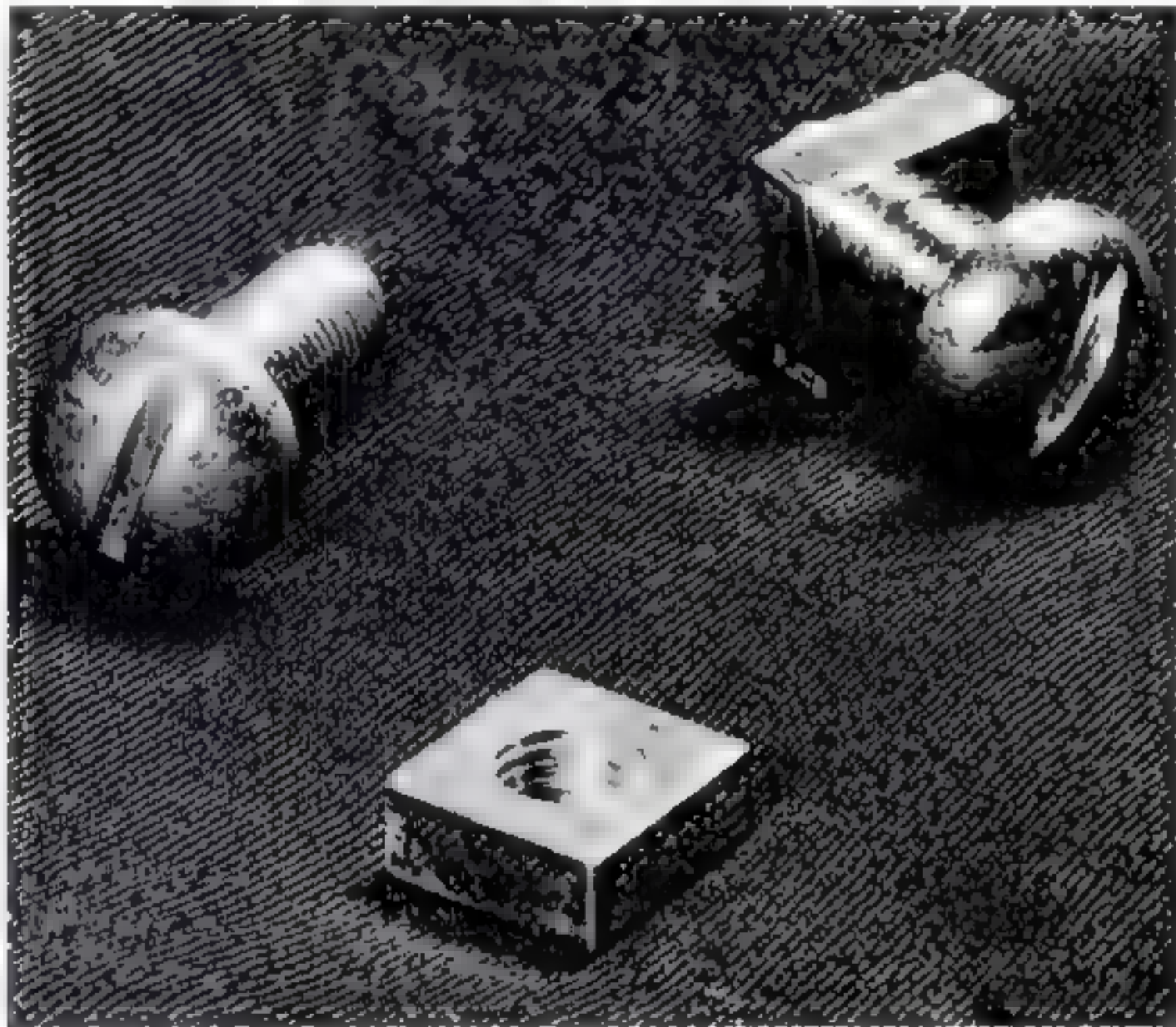


Silk dickie, in white or in colors, takes place of the dress shirt, stiff collar and tie.

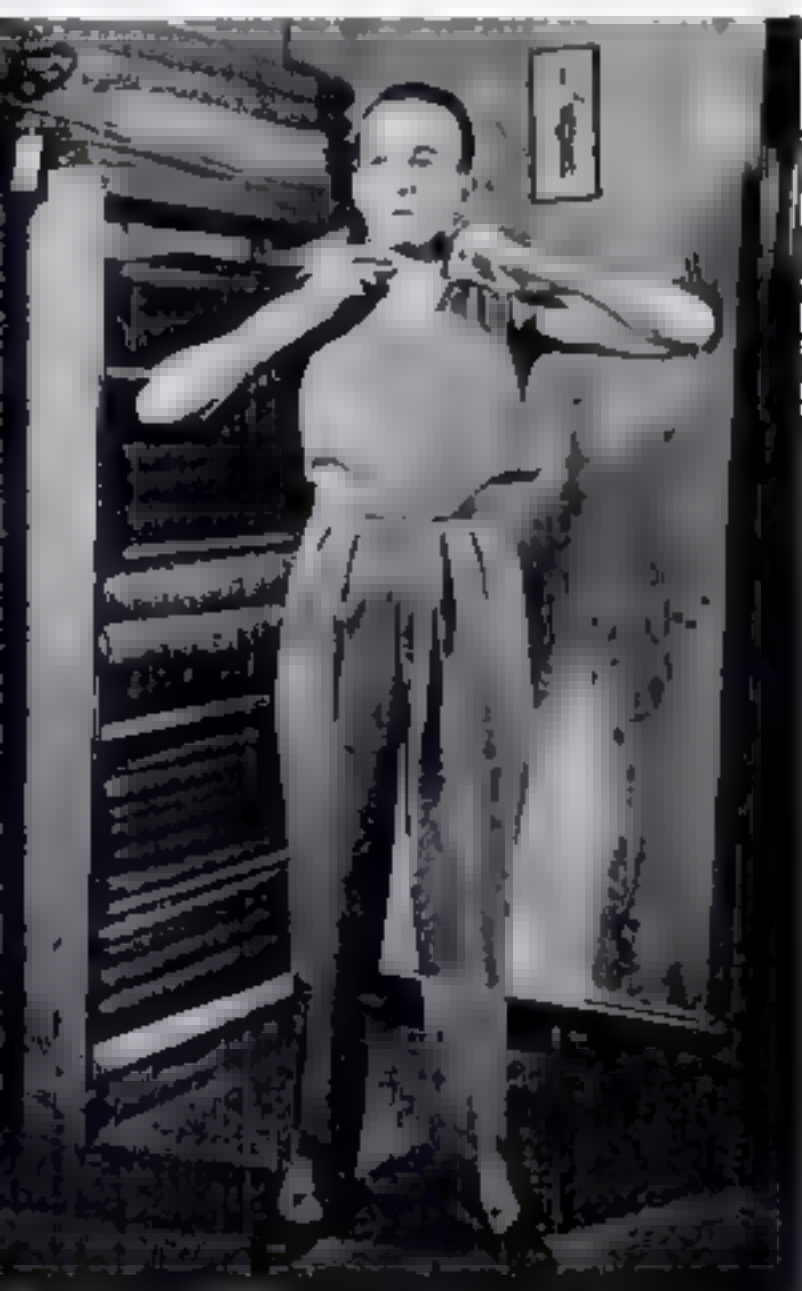




Signet picture ring of gold with platinum initials is worn by Lawrence Tibbett. Inside is a picture of Mrs. Tibbett. Signet rings and rings with huge, gaudy stones are popular.



Gold nut-and-bolt cuff links are worn by Eddy Duchin. Coupling is so made that links can be put on without unscrewing. Paul Flato designed them, sells others like them for \$75.



Tie ends of dickey go through a slit at the back, are fastened into a soft square knot at front.

Buttonless short coat of blue flannel completes the outfit. At right, Mr. Mathews at the party.











"THE LORD GOD FORMED MAN OF THE DUST . . . AND BREATHED INTO HIS NOSTRILS THE BREATH OF LIFE; AND MAN BECAME A LIVING SOUL"

## The Story of The Bible in Pictures

### WILLIAM BLAKE DEPICTS THE CREATION

In all the world's literature, the story most familiar to the greatest number of people for the last 2,000 years has been the story of The Bible. It is a wonderful story, filled not only with staunch faith but with suspense, adventure and mighty deeds, and through the ages it has inspired the world's greatest artists. Painters, since the time of the Renaissance, have depicted the great Biblical scenes in oils. Others, with equal genius and enthusiasm, have told the story in etchings, engravings and lithographs. Herewith LIFE begins a series on the story of the Bible as depicted by these masters of black and white.

Here you see the creation as drawn by William Blake, English artist, poet and mystic of the early 19th Century, whose works will have a big exhibition at the Philadelphia Museum in February. His kneeling figure of God creating the world, on the opposite page, was inspired by Milton's lines: "He took the golden Compasses . . . to circumscribe this Universe."

God created the earth on the third day. On the sixth day He created man in His own image. Blake's drawing above shows a grand, winged God molding Adam's head from the primeval clay, while a great worm, symbol of nature and mortality, coils around his legs.

The Lord's next act is depicted by Blake at right: "The Lord God caused a deep sleep to fall upon Adam, and he slept: and He took one of his ribs . . . and the rib which the Lord God had taken from man, made He a woman."



WHILE ADAM SLEEPS IN THE GARDEN GOD CREATES EVE FROM HIS RIB

CONTINUED ON NEXT PAGE



(continued)

# Adam and Eve's Sin and The Flood

ENGRAVED BY VAN LEYDEN AND DORÉ

**M**an's first love, woman's first sin and the first murder ever committed on earth are episodes in the drama of Adam and Eve which have made it a favorite with artists. Its appeal is due partly to man's fascination with an early Golden Age, and partly to the fact that most artists, being men, enjoy harping on the theme that man's downfall was caused by woman.

The three engravings on this page, by Lucas van Leyden, a Dutch artist of the early 16th Century, show the famous scenes in the Garden. Eve, beguiled by the serpent, tasted fruit from the forbidden Tree of Knowledge, gave some to Adam. But the Lord found Adam out. "The Lord God sent him forth from the garden of Eden to till the ground from whence he was taken." It was outside the Garden that Eve bore two sons, Cain and Abel, and that Cain slew Abel.

The descendants of Cain and his other brother Seth filled the earth, but they lived in evil. "And God saw that the wickedness of man was great in the earth. . . . And the Lord said I will destroy man, whom I have created from the face of the earth; both man, and beast, and the creeping thing, and the fowls of the air, for it repenteth me that I have made them." So God sent the flood. "The rain was upon the earth forty days and forty nights. . . . All in whose nostrils was the breath of life, of all that was in the dry land, died."

On the opposite page is Gustave Doré's conception of the moment just before the waters rose above the last pinnacle of dry land. It is done with that majestic, terrifying realism which made Doré the most popular 19th Century illustrator.



EVE GIVES ADAM FORBIDDEN FRUIT IN THE GARDEN OF EDEN



SINFUL ADAM AND EVE ARE DRIVEN FROM EDEN BY A WRATHFUL GOD



"CAIN ROSE UP AGAINST ABEL HIS BROTHER, AND SLEW HIM"







# DENTISTRY



WHAT THE DENTIST SEES



# ONLY 25% OF THE NATION USES ITS DENTISTS BUT 90% HAS TOOTH TROUBLE

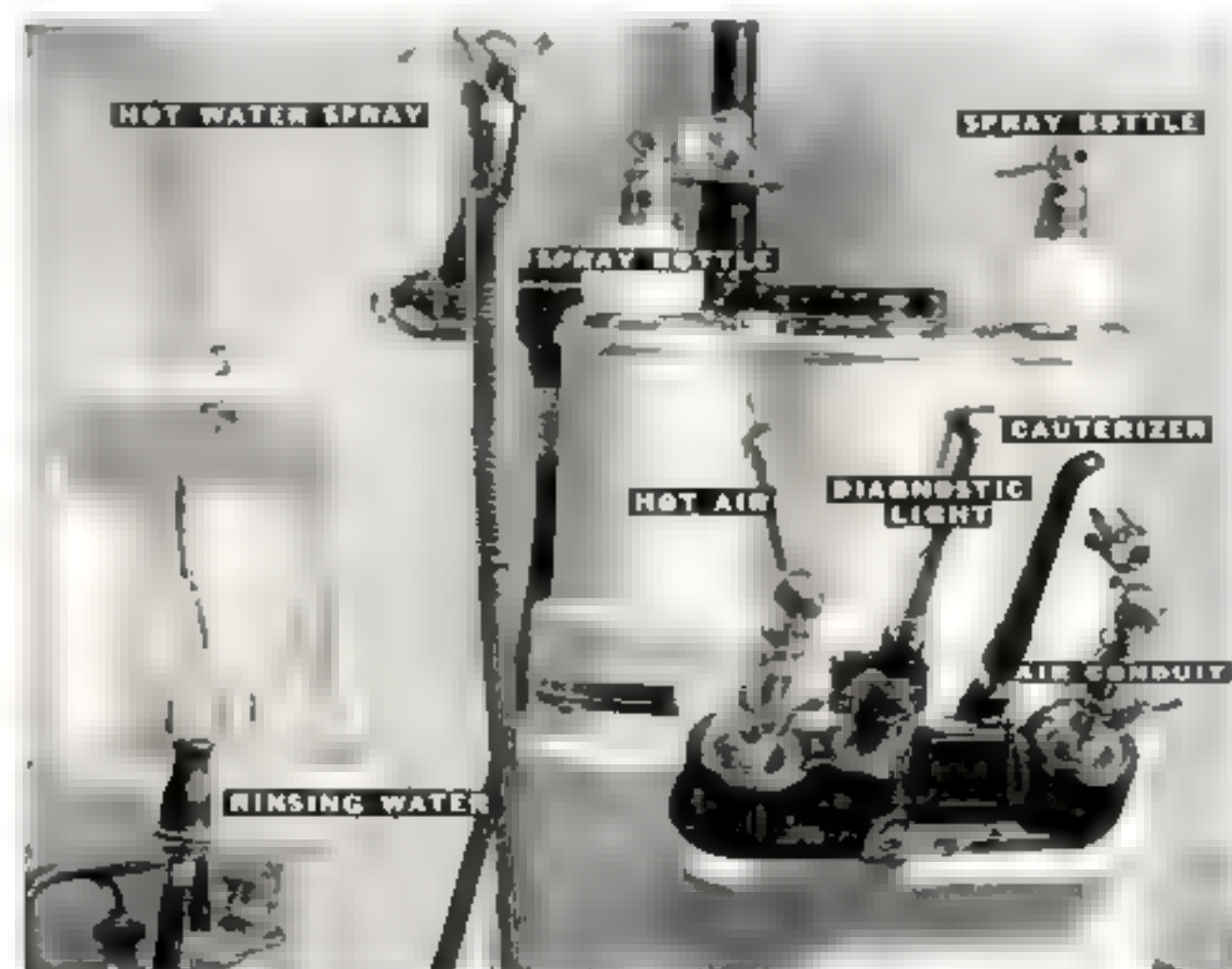
When 4,000,000 Americans were drafted for the War, the U. S. suddenly became acutely tooth-conscious. The vast majority of these men had never been inside a dentist's office, had never used a toothbrush. They had firmly believed that teeth needed no more care than fingernails and accepted toothaches as a matter of course or blamed them on the weather. But with the draft came medical examinations, which revealed the sad state of the nation's teeth. In less than two years the Army did a colossal job of dental overhauling. When the soldiers returned home, millions carried with them their first idea of proper tooth care.

Since 1920 the science of dentistry, less than a century old in this country, has progressed at a tremendous pace. Improved techniques, better instruments, diet knowledge, preventive dentistry and the X-ray which reveals hidden cavities are recent developments. Before the War the U. S. dentist, at best a high-school graduate before entering dental training, was not respected by the medical profession. He is now required to have at least two years of college education and four of dental schooling after which the D.D.S. is on a professional level with the M.D. The number of patients who go to the dentist before it is too late has increased tremendously. Today, the U. S. outclasses all other nations in the quality of dental care it provides.

Nevertheless, only one out of four Americans ever goes to the dentist. Yet a recent survey made by the Greater New York Bureau for Dental Information showed that nine out of ten persons had some kind of tooth trouble. Even less encouraging is the probability chart which indicates that at 25 you will have lost four teeth and at 40, according to the law of averages, you will be minus ten of your 32 teeth.

Fundamental cause of this problem is that science has not yet discovered all factors causing teeth decay. Though sensational theories burst into print several times a year, they are usually exploded within a few months. Second reason is that the layman has a hereditary and legendary fear of the dentist. He will have his tonsils out or undergo an appendectomy with far greater equanimity than he will submit to a dental operation because of the belief that dental treatment is necessarily painful.

If in early childhood you start going to the dentist twice a year regularly, have a proper diet and brush your teeth, you should have no tooth trouble. If you don't, your dentist will peer into your mouth (see opposite page), scrape, drill and replace living tissue with dead metal. Finally, your best hope is that your dentist will, as all dentists should, use anesthetics for even minor operations. For thus only can the dentist make the patient feel that dental care is worth while.

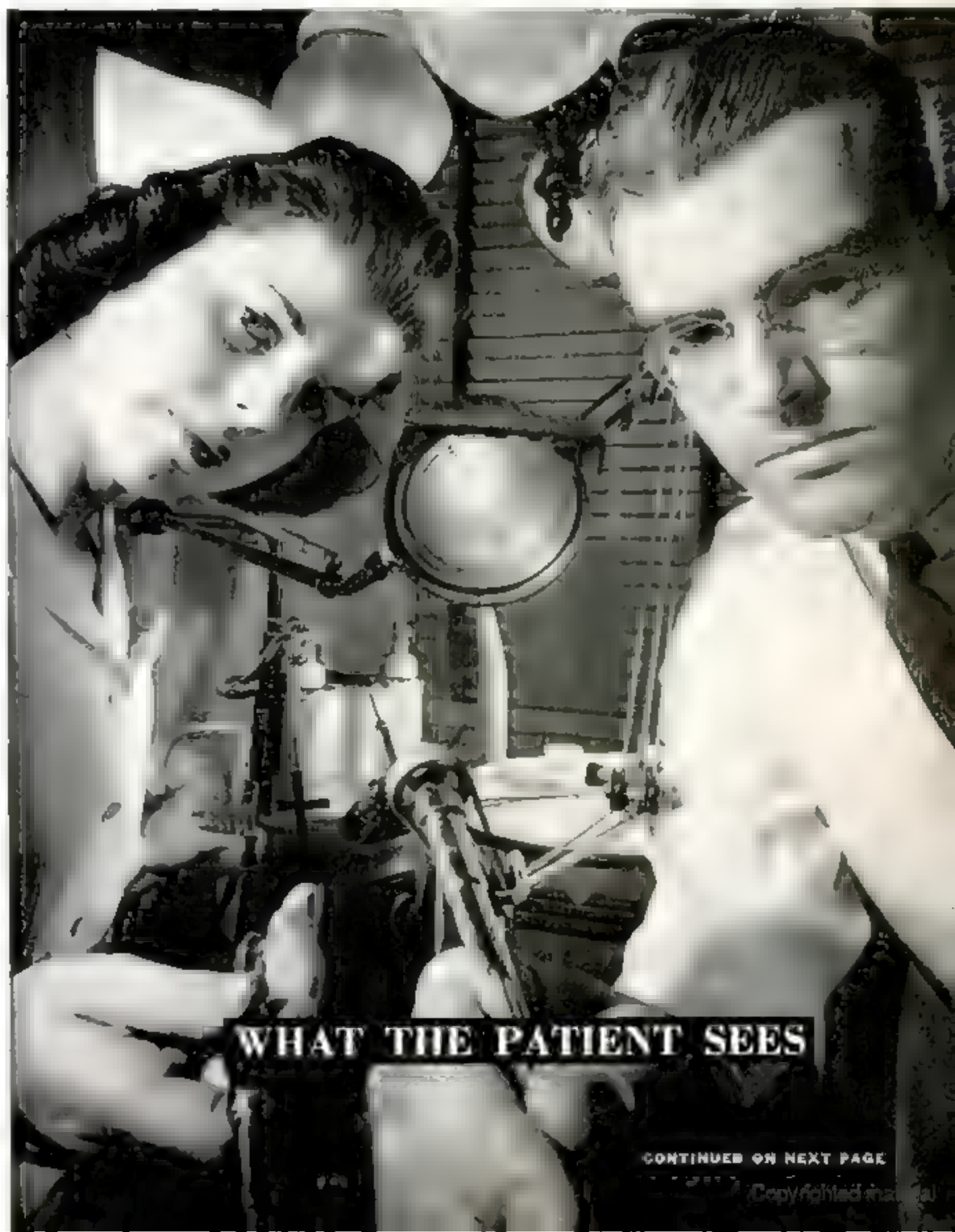


Instruments on dental unit are of three types: a) water sprays for rinsing; b) air sprays for drying or heating; c) electric tools for lighting or cauterizing.



Modern dental office is laid out so that dentist has all instruments within reach while operating.

Some dentists have dental assistants who direct light beam and hand them necessary instruments.



WHAT THE PATIENT SEES



## DENTISTRY (continued)



**Local anesthetic**, injected into the gums, is effective for minor operations. Most recently discovered local anesthetic is monothane, which eliminates jitters and post-operative pain.



**General anesthetic** is usually used for extractions. Most favored anesthetic for intermediary operations is analgesic gas which kills pain but allows the patient to remain conscious.

## FARMER-DENTIST DOES GOOD WORK

**N**ot all dental work in the U. S. is done in city clinics or in shiny private offices. Much of it in rural communities is done as you see at right—and done well, despite primitive surroundings and old-fashioned instruments.

A quarter mile up a dirt road from the town of Waco, Ind., is the log-cabin office of Dr. Perry Thomas Baldwin, 1902 graduate of the Indiana Dental College. Because he likes farming, Dr. Baldwin took over his father's 200-acre farm eleven years ago, has since combined agriculture with dentistry. In his office, Dr. Baldwin has a cast-iron red-plush dental chair, a foot-operated drill and a workbench where he makes everything but complicated dental plates. Two long and two short rings call him to the party phone when farmers want to make appointments. Although he wears an old blue sweater at work, he is efficient and neat while operating, finds a box of matches and a bottle of antiseptic adherent sterilization materials. His patients sport glistening gold crowns, find his work quite satisfactory.



**Dr. Baldwin** is 65 and unmarried. For the past eleven years he has combined his love for farming with successful dental practice.



**Patients wait** in the operating room. Behind curtain at back is his workbench. Under the cabin is a nest of duck's eggs.





**X-rays** of all teeth should be taken at regular intervals as they reveal cavities and diseases which otherwise could not be found. This patient holds X-ray film in mouth with his thumb.



**Magnified points** for drilling machine show what causes most of your mental or physical anguish. Three stones (left) are for polishing fillings. Smaller burs cut and remove decay.



**Foot-operated drill** satisfies Dr. Baldwin who works by oil lamp at night. On wall are his college and dental diplomas.



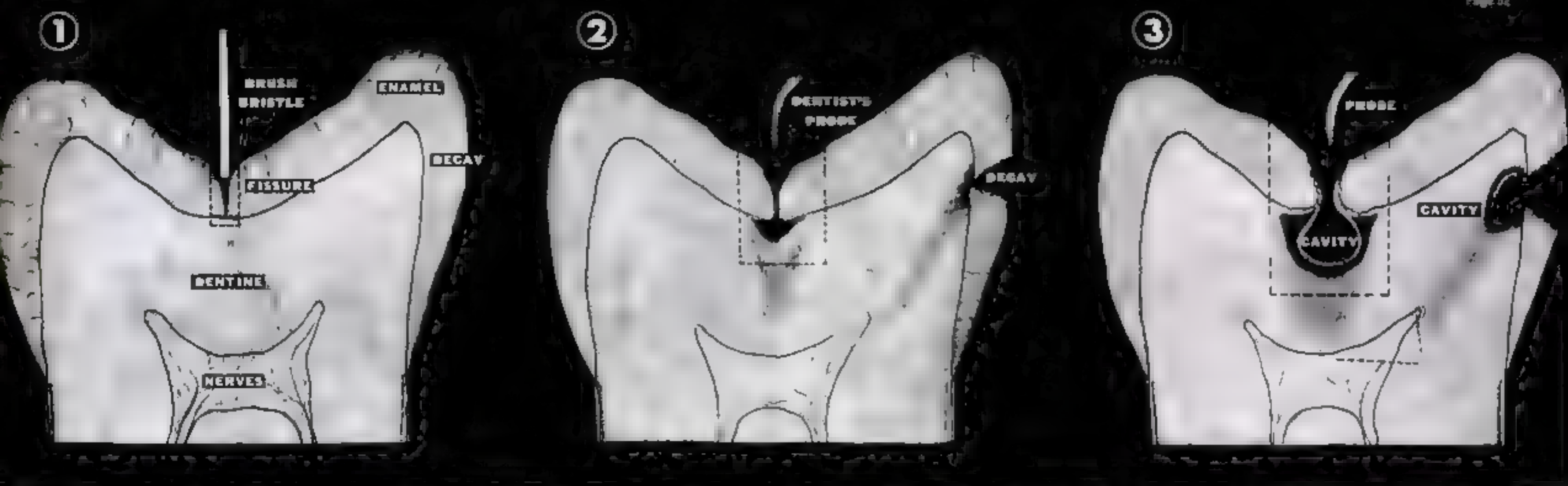
**His workbench** holds instruments and materials Dr. Baldwin needs for making amalgam or gold fillings, bridges and dentures.



**Farmer Henry C. Potter** in recent years has had Dr. Baldwin do all his dental work including the four gold crowns seen here.

CONTINUED ON NEXT PAGE





Tooth decay (caries) commonly starts with a small fissure in the biting surface or decomposition in the side walls. Fissures are treacherous because toothbrush bristle (1) cannot

clean them and the dental probe (2) is too big to find them. If caught early, a small filling (limited by dotted lines) prevents spread of decay. If not, filling must be large (3).

## DENTISTRY (continued)

# FITTING FALSE TEETH IS A NICE ENGINEERING JOB

The 63,452 practicing dentists in this country spend 50% of their working hours preparing and filling cavities. These cavities usually start with a slight crack in the enamel which is too small to be kept clean by the toothbrush or to be discovered by the dental probe. Though this fissure is so small that a toothbrush can not keep it clean, the bacteria that cause decay pass rapidly through it into the softer dentine above. If decay is not checked, the enamel ultimately gives way over the cavity. Best form of repair is the metal or porcelain restoration which reproduces the exact form of the tooth, lasts permanently.

When age or sickness necessitates the removal of some or all of the teeth, wise people usually have their dentist replace them with bridges, partial dentures or full dentures, i.e. full set of false teeth. Such work not only improves mastication and physical appearance, but usually corrects speech and sometimes improves hearing.

A dentist must be something of an engineer to make and fit false teeth. The principles and even the nomenclature of this dental work approximate those of a real bridgebuilder. With more than 75 different materials to choose from, the dentist must design each denture individually because no two people's mouths are exactly alike. So precise has the art of making dentures become that prominent opera singers today sing the most difficult arias without dropping a note or a denture. Hundreds of political speeches are made every year from the dentured mouths of Congressmen and many of Hollywood's ivory smiles depend upon well-polished porcelain.

Drawback to the denture is that its average life is only about five years. At the end of that period, gradual tissue changes in the mouth of the patient usually make necessary a new fitting and consequently the construction of a new denture.



INSTRUMENTS NECESSARY FOR MAKING BRIDGES AND DENTURES ARE SHOWN HERE.

"Movie star" bridge (below) is used mostly by people whose incomes depend upon their looks. It consists of three porcelain teeth (1) and two porcelain jackets which cover the

two sound teeth serving as anchors. Precision attachment on the bridge ends fit onto the anchor teeth (2), makes bridge look like real teeth (3). It is removable for cleaning.





①



②



③



**Fixed bridge** is often used when only one tooth is missing. A gold inlay with a notch is attached to left tooth (1). Another one is cemented to rear molar, to which bridge is

soldered (2). The bridge is loose at the notch, thus allowing it to move a little. This bridge is flat, has space beneath it so that the adjoining molars and the gums can be kept clean (3).



TECHNICIANS ALSO USE A REGULAR DENTAL DRILL TO FASHION FALSE TEETH



THESE ARE PERFECT TEETH, WITH LONG ROOTS AND REGULAR SURFACES

**Six teeth** missing on an upper jaw (1) present quite an engineering problem to the dentist. An ingenious solution is to put inlays (2) on the two remaining molars and on

the cuspids, thus transforming them into anchors. The six artificial teeth are then fastened to a gold saddle which makes a removable unit. This makes chewing possible again.

①



②



③





# DENTISTRY (continued)



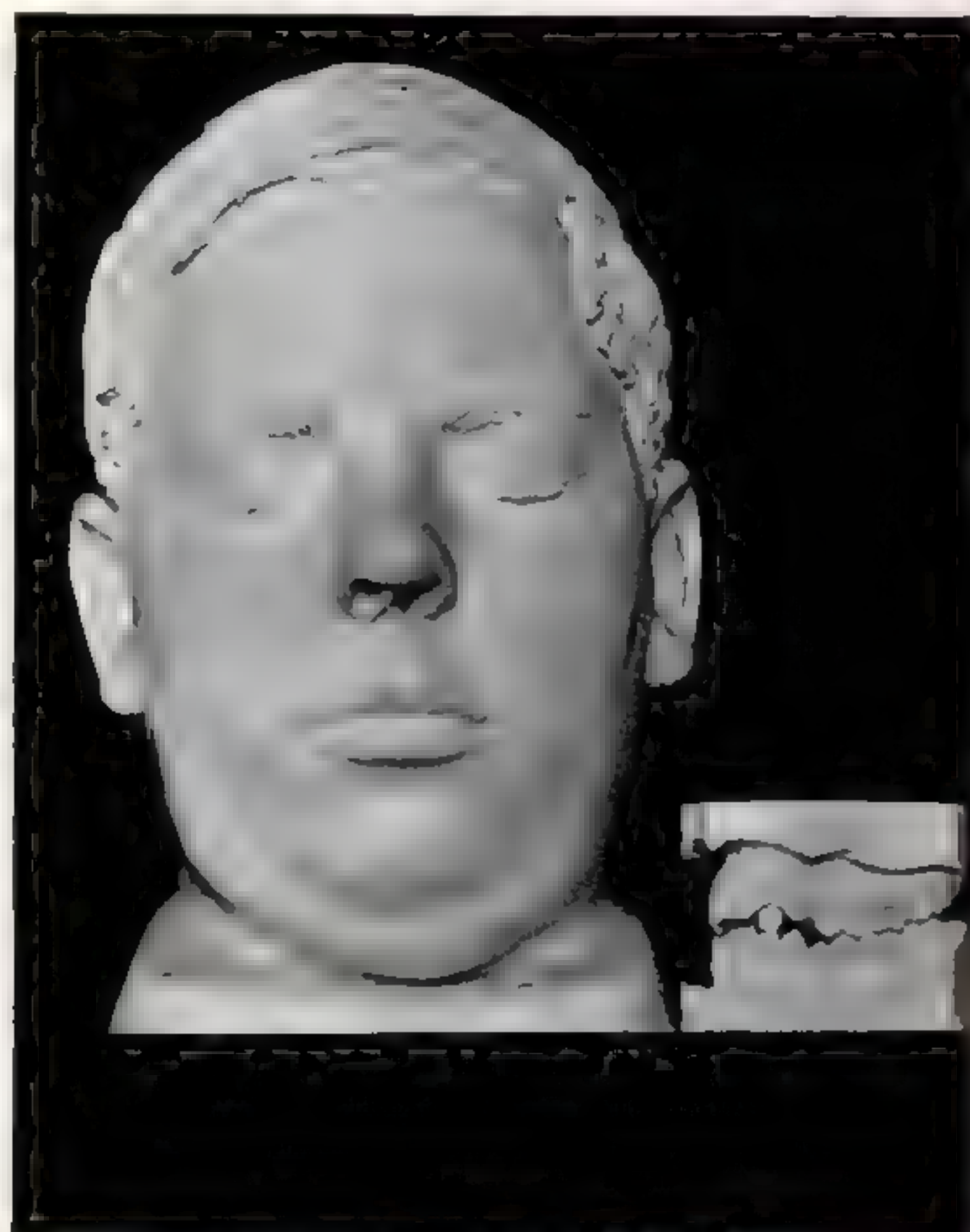
**Sucking his lower lip** at an early age pushed this boy's upper teeth and upper lip out, lower teeth in, as is shown in the Northwestern University Dental School's plaster cast.



**Thumbsucking** by this young boy pulled his upper teeth out over his lower ones. A perfect bucktoothed specimen, he is ready for the springs and wires of the orthodontist.



**Breathing** through the mouth shortened this child's upper lip, made the upper teeth project beyond the lower. As a result the nose is undeveloped except for the V-shaped bridge.



**Bottle-fed** for too long a period of time, this child's lower jaw is misshapen and his teeth don't meet when chewing. Lack of chin development accompanies this condition.



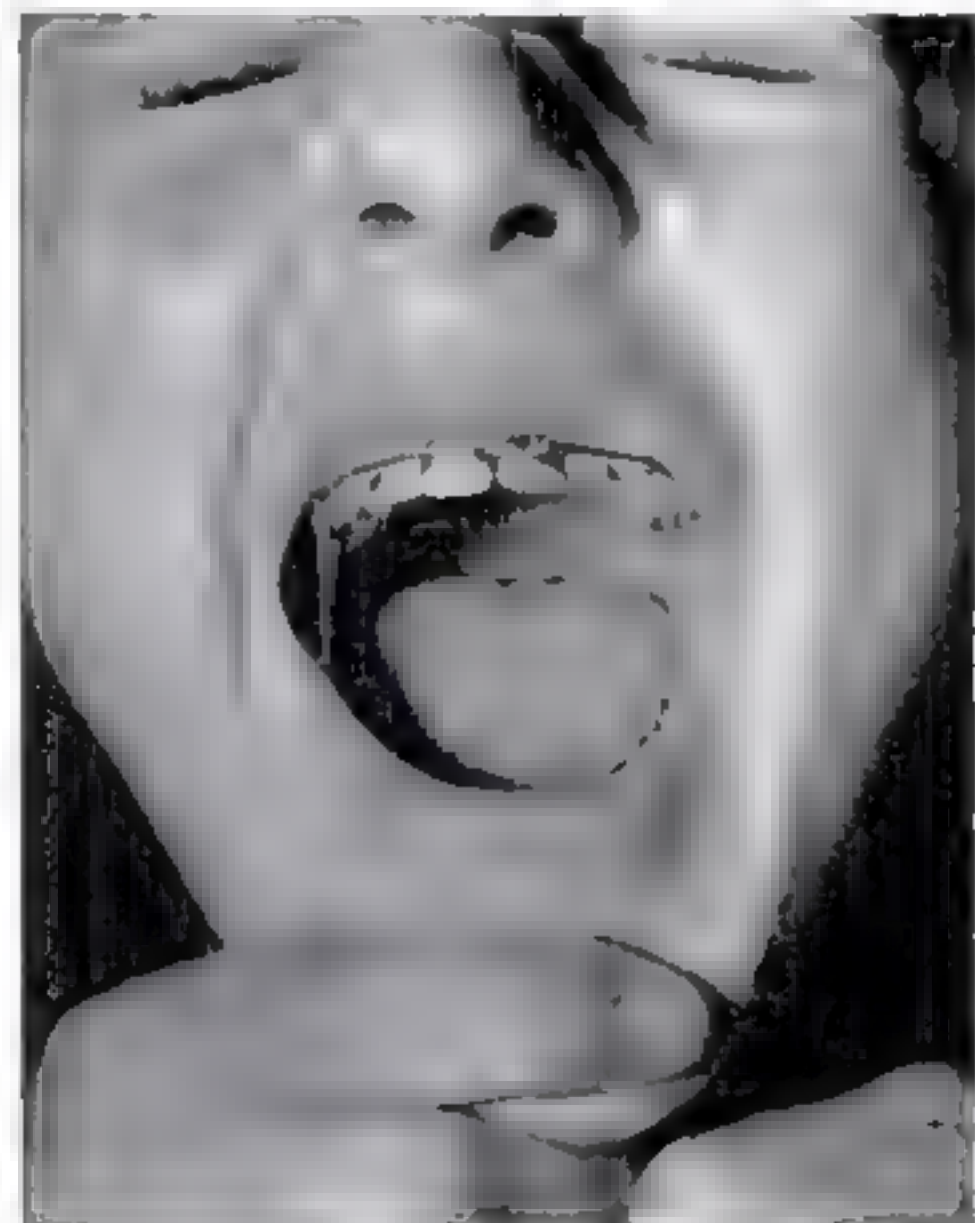
## BAD TEETH MAKE FOR BAD HEALTH

The continuous trend of civilization toward a more artificial form of life has transformed the human being's 32 teeth into a major health problem. Dental ills do not always limit themselves to ills inside the mouth.

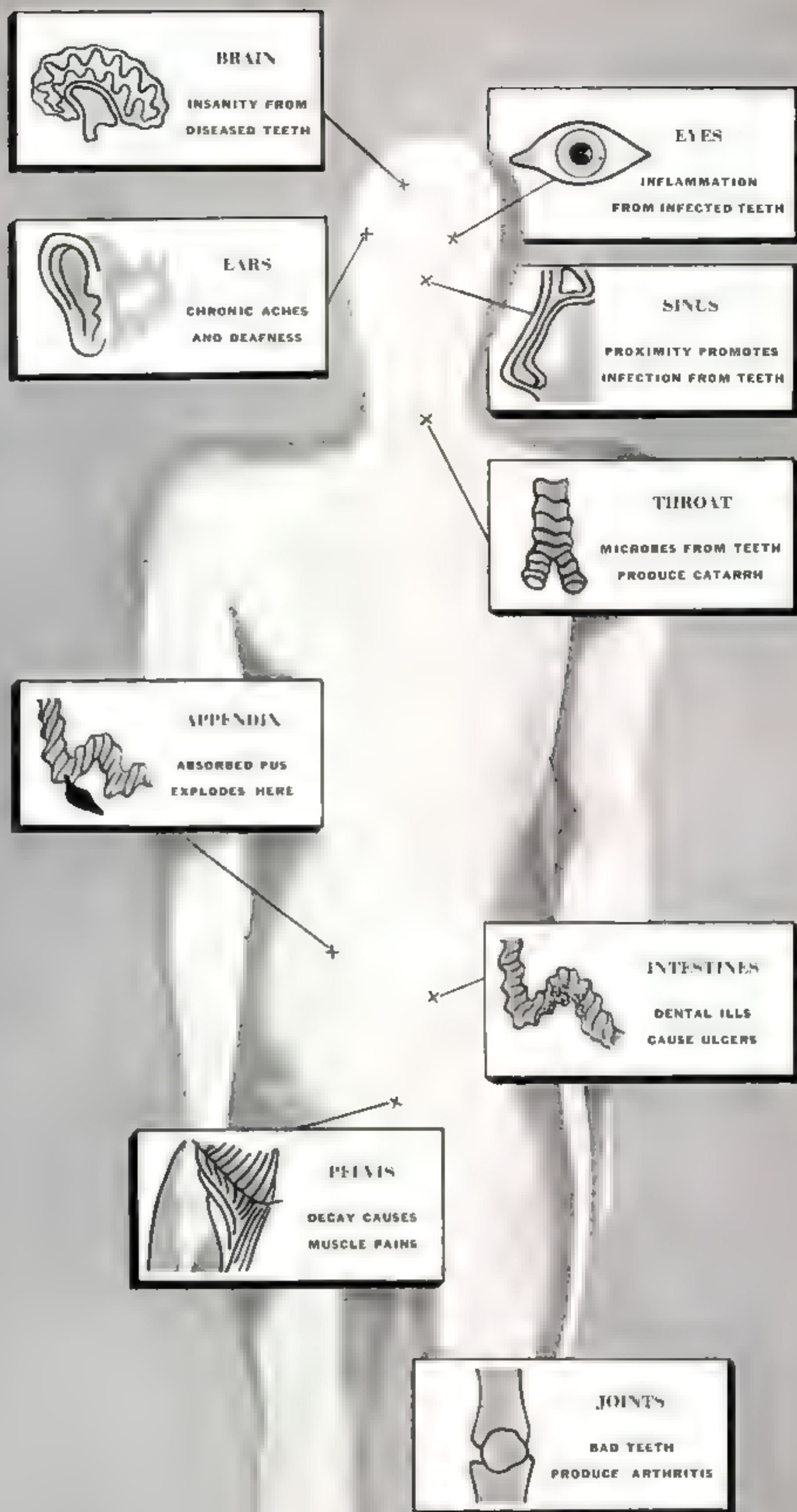
On the drawing on this page are to be seen the nine main areas of the body which can be affected by dental neglect. A breeding ground for harmful microbes, a decaying tooth can infect the eyes, ears, throat or sinuses. Impacted teeth have been known to affect the brain indirectly, and can ultimately cause insanity. (All patients admitted to insane asylums have complete dental examinations.) Dental infections may cause intestinal ulcers and there have been cases in which acute appendicitis is directly traceable to pus from a bad tooth seeping through the alimentary canal. Lastly, joint diseases like arthritis and pelvic inflammations sometimes result from tooth trouble.

Dentists are fully aware of their problem, but because the "bug" of decay remains to be discovered, they are limited to prevention and mechanical methods of repair. A major factor in preventing tooth trouble is orthodontia, science of correcting irregularities and malformations of the teeth. The four plaster masks on the opposite page are from Northwestern University Dental School, one of the nation's best. They show how tooth trouble can disfigure children. By the use of braces (below), elastic bands and screws, these same deformities can be corrected.

Greatest obstacle in the path of dental progress is its limited financial backing. While philanthropists and the government put millions of dollars in the hands of scientists seeking the cure of tuberculosis or cancer, relatively little has been donated for dental research. Because private contributions are not forthcoming, some dental organizations are now asking the government to subsidize a long-range research program for the elimination of tooth decay.



Irregular teeth can be straightened with metal braces and faulty jaw growth guided by the use of elastic bands.



**TOOTH INFECTION MAY  
SPREAD THROUGH BODY,  
CAUSE MANY AILMENTS**



## DENTISTRY (continued)

# ORAL HYGIENE: HOW TO BRUSH TEETH

Accepted belief is that the toothbrush is a recent innovation. Actually, Egyptians used it around 500 B.C. It evolved from the toothpick which is probably as ancient as man. Other ancient developments in oral hygiene were toothpastes and mouthwash which were used 2,000 years ago. The Romans made their pastes out of pumice, eggshells, or ashes from the heel of an ox and mixed with myrrh. To sweeten the breath they rubbed their teeth with goat's milk or honey.

Post-War toothpaste advertising is largely responsible for the fact that Americans brush their teeth regularly. Though American Dental Association says

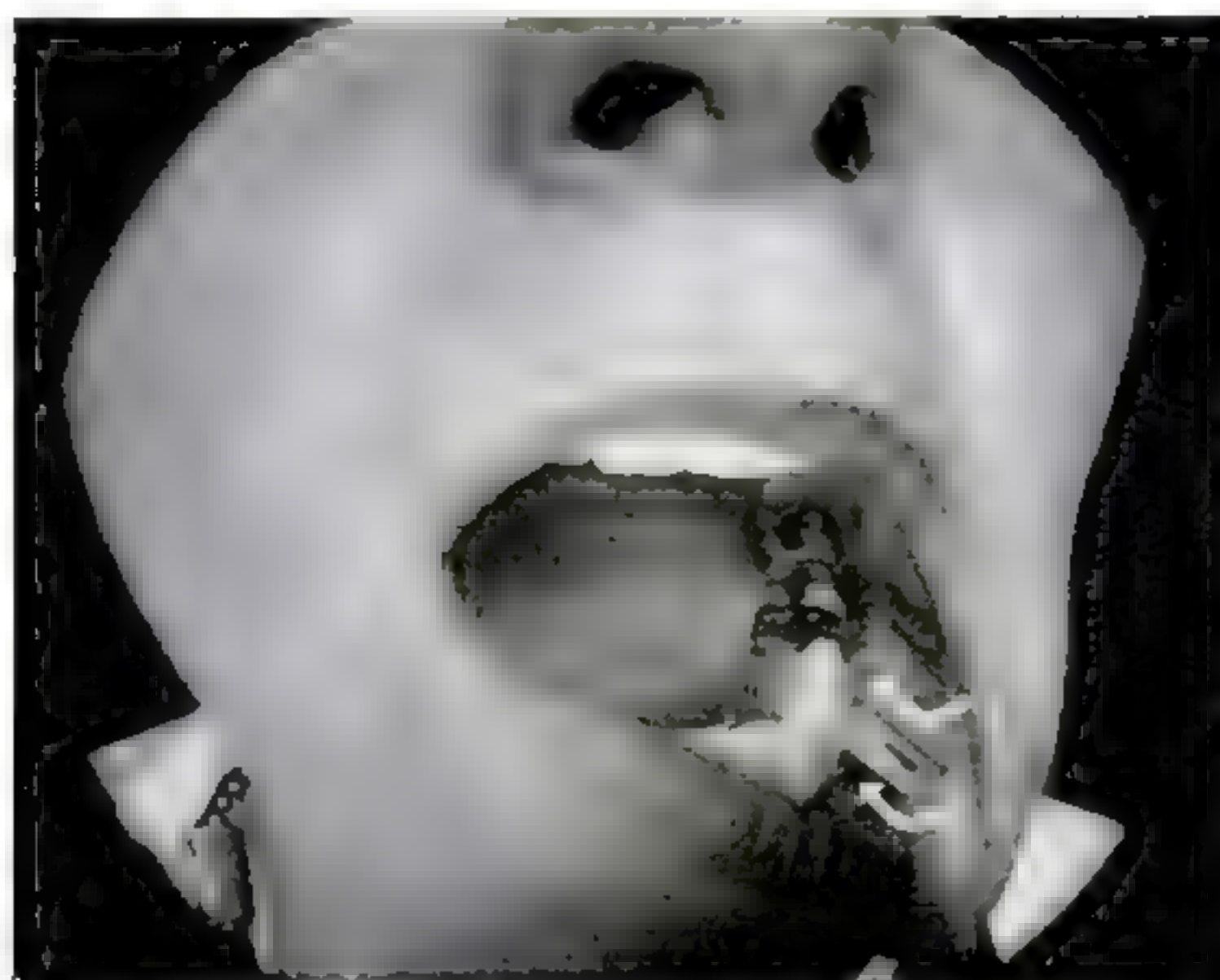
that many dentifrice claims are largely fallacious and that a few dentifrices are actually harmful, these do leave a pleasant taste and make you feel you have done yourself no end of good after every scrub.

Even the technique of toothbrushing can be injurious. Thus, violent horizontal brushing wears off the enamel and is apt to injure the gums. The simplest and most effective method, illustrated here, consists of a slight rolling, away-from-the-gums motion for the outside walls of the teeth, small-circular strokes for the biting surfaces and a vertical scrubbing for the inner surfaces of the front teeth.



Automatic toothbrush at Northwestern University tests toothpastes. The brush scrubs a strip of metal with a particular brand of paste. The metal is weighed before and after

brushing. The loss of weight indicates abrasive quality of the paste and hence its effect on the human teeth. Some dentifrices, if used regularly, wear the enamel off your teeth.



WITH A PALM AND THUMB GRIP ON TOOTHBRUSH CLEAN OUTER TEETH...



... BY VIBRATING BRISTLE AWAY FROM GUM TOWARDS TOP OF TEETH

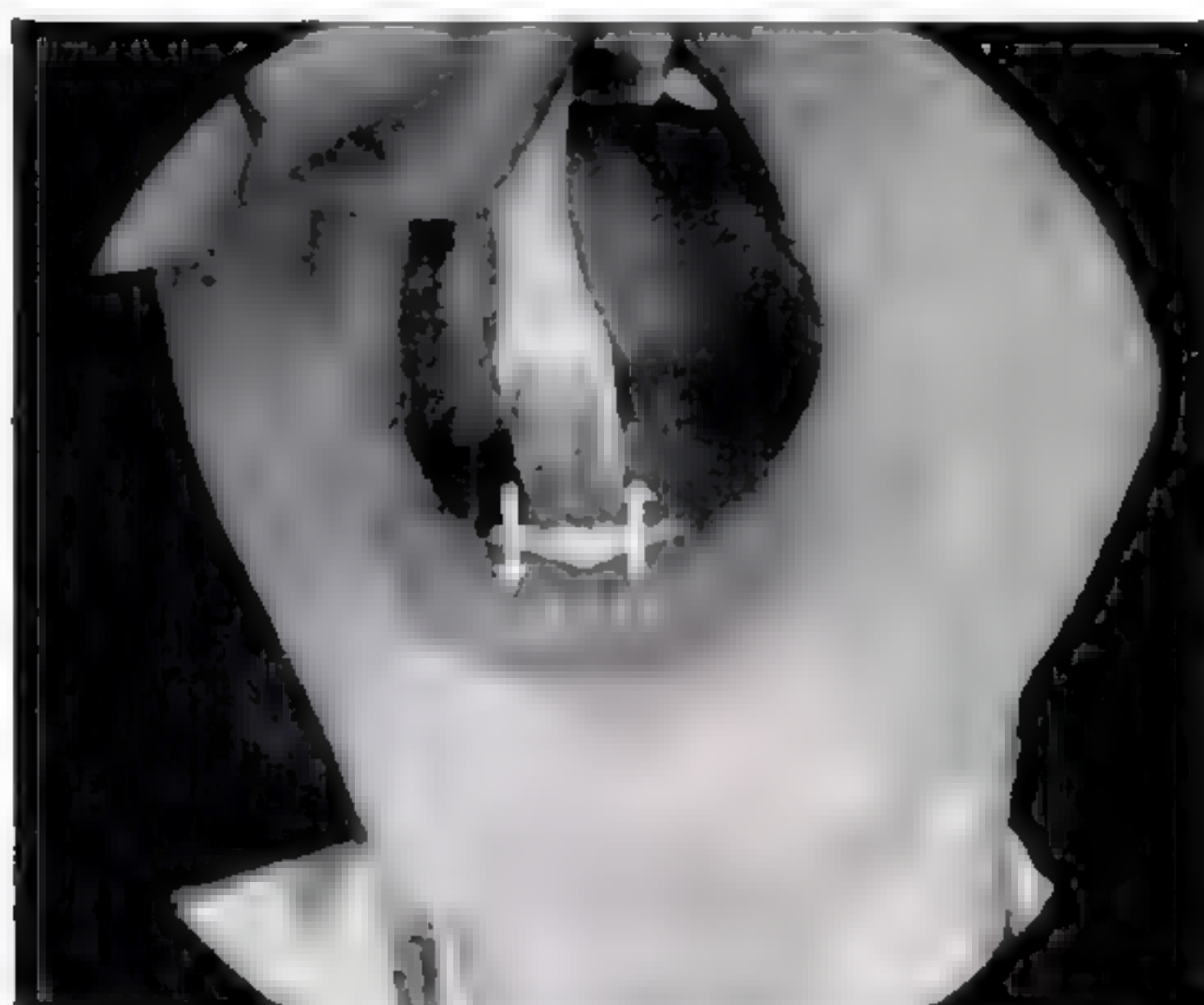




INNER SURFACES ARE SCRUBBED WITH AN UPWARD SWIVEL-LIKE MOTION . . .



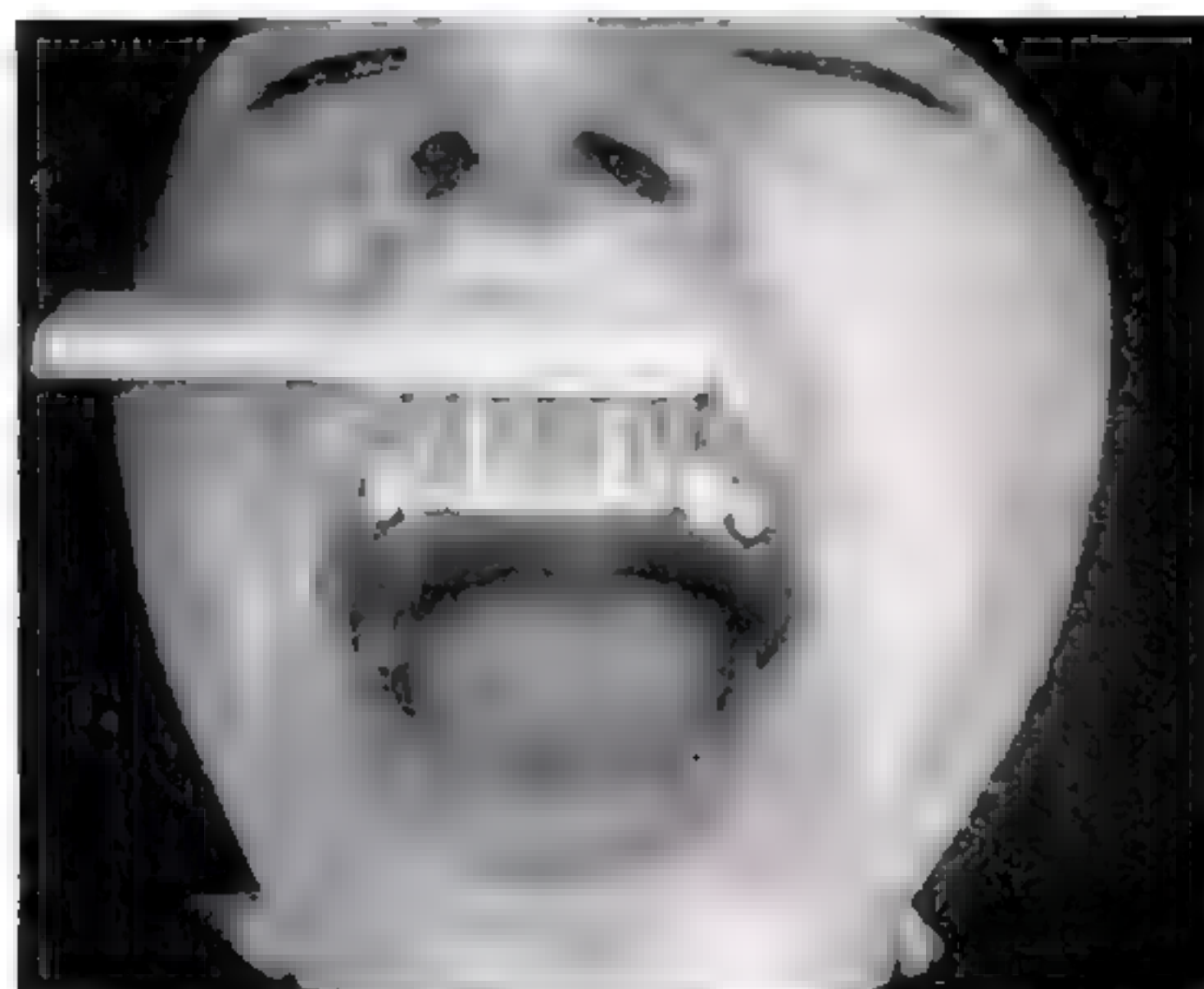
. . . WHICH MASSAGES THE GUMS AND CLEANS INTERSTICES OF THE TEETH



TO BRUSH FRONT TEETH, HOLD TOOTHBRUSH PARALLEL TO INNER SURFACES . . .



. . . AND USE AT LEAST FIVE UP AND DOWN STROKES FOR EACH INCISOR



FOR UPPER FRONT TEETH VIBRATE BRUSH DOWNWARD FROM THE GUMS . . .



. . . AND UPWARD FOR LOWER TEETH. BRUSH MUST BE PARALLEL TO TEETH



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# GUINNESS

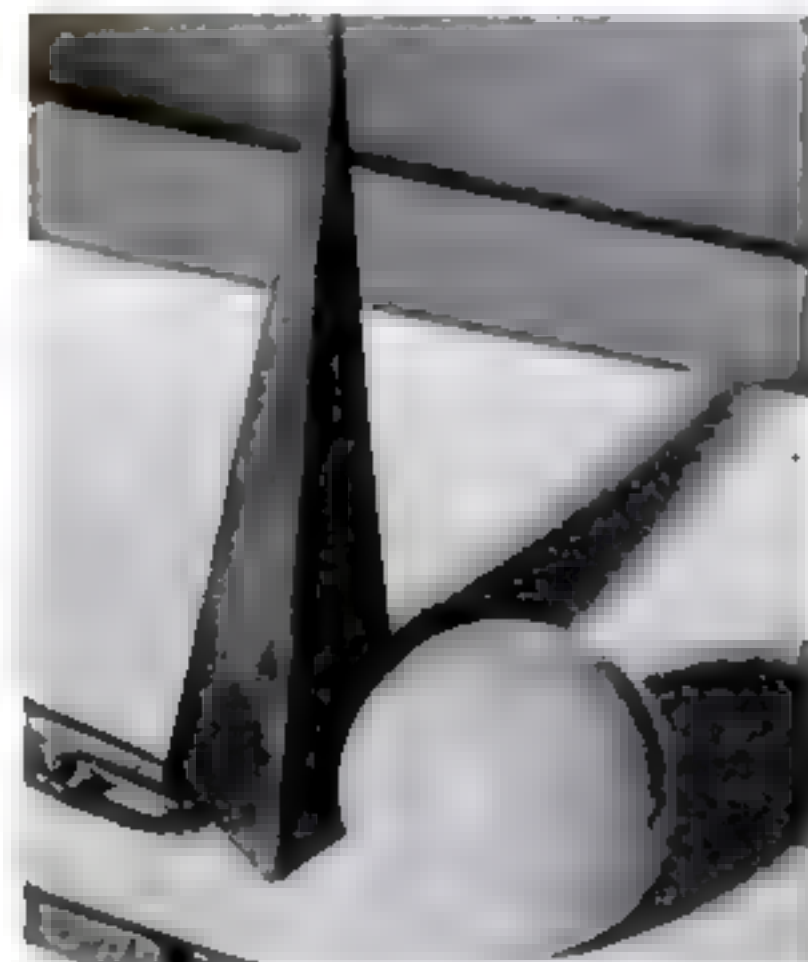
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"The Girl of Tomorrow," Gladys Bensen of Jamaica, started the year's Fair hally-hoo by emerging from a miniature perisphere in Times Square on New Year's Eve.

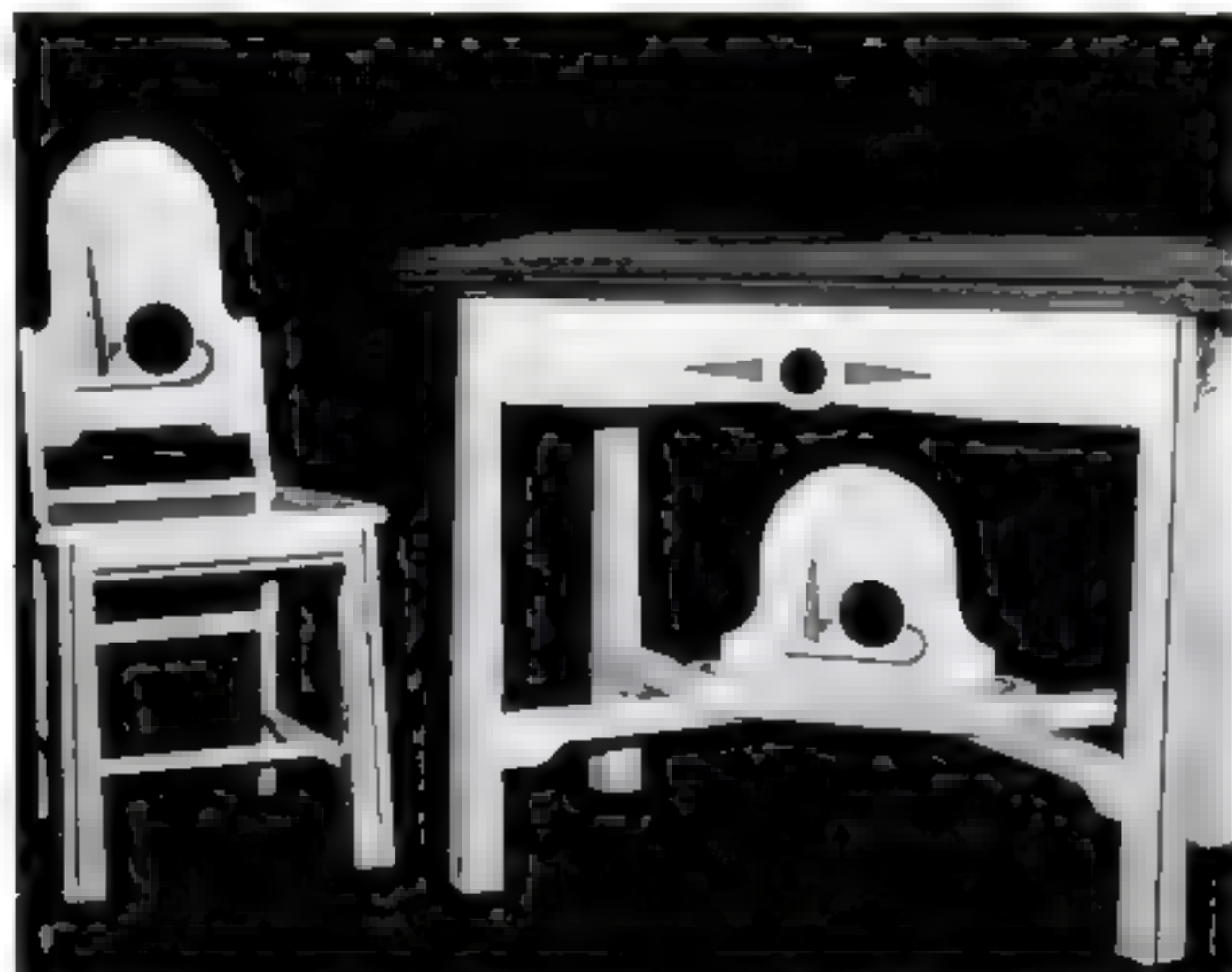
The New York World's Fair is, essentially, one vast firmament of hally-hoo—of everything from democracy to city planning to the strange minutiae shown here. These objects are a few of the myriad articles which the Fair calls "Merchandise of Tomorrow" and which merchants will sell in 1939. They all use, in one way or another, the Fair's theme emblem of trylon and perisphere. So far, 450 manufacturers have received the Fair's license to put its emblem on 3,000 items. For this, the Fair collects 5% of the wholesale value of most items.



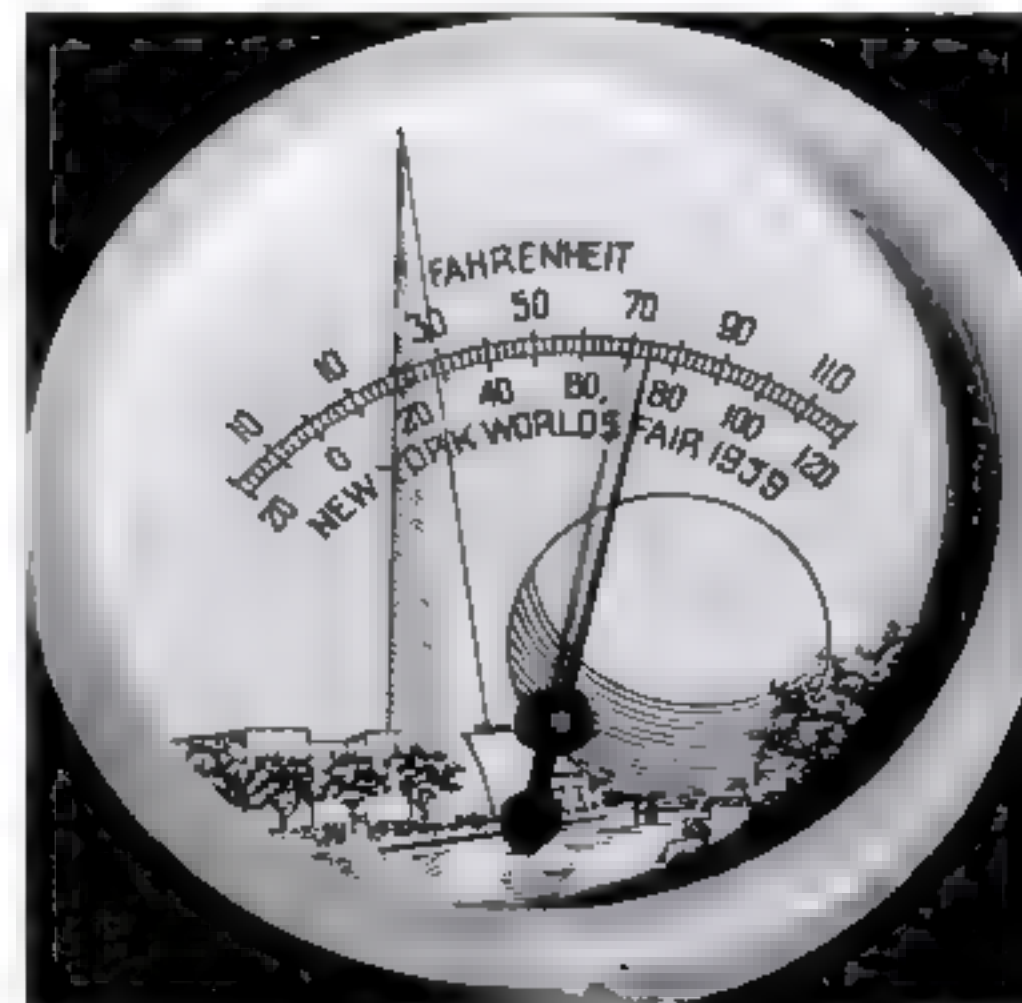
Salt and pepper shakers are a natural perisphere and trylon. Salt is perisphere, pepper is trylon.



Pipes require only little modification to conform to the Fair's theme, the stem and bowl of pipes having always been very close to the trylon-and-perisphere design. The maker boasts that these pipes are flat on the bottom so that they won't tip over.



Kitchen furniture has been elaborately carved to fit the Fair's theme. The fancy piece under the table is pure decoration and serves no useful purpose.



A thermometer prints a Fair scene as background, leaving the trylon to confuse everyone by pointing perpetually to 30°





Sun glasses have a point next to the rim which is a trylon to the lens's perisphere.



Vases and cigaret boxes make sound decorative use of the Fair's theme.



A strange coiffure resulted when an overambitious hairdresser built up this brilliant affair. More dangerous than decorative, it has not been licensed by the Fair.



Pajamas in orange and blue, the Fair's official colors, use the theme as monogram.



A watch which uses the emblem as its hands will keep what the maker calls "Theme Time."

## ABBIE AN'SLATS

—by Raeburn Van Buren

HERE! HERE! WHAT ARE YOU DOING?

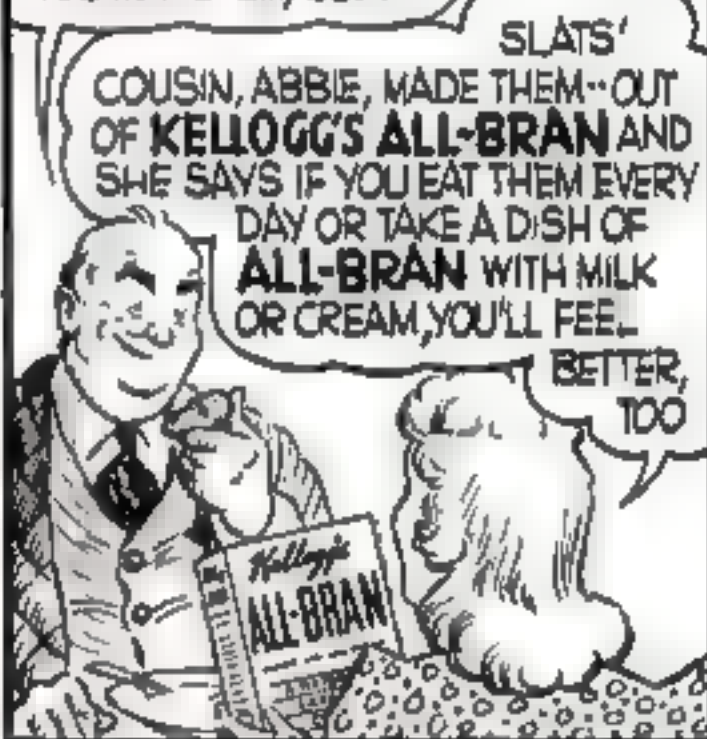


MY! WAS HE MAD!



DINNER THAT NIGHT....

THAT'S FOUR MUFFINS I'VE EATEN, ALREADY. THEY ARE GRAND! DID YOU MAKE 'EM, JUDY?



SOME TIME LATER---



How some folks are surprised when they learn about All-Bran's "better way"! But why endure constipation—and emergency medicines, too—when a *delicious natural cereal* can get at the cause of the trouble and keep you regular, day after day? It can do that for you if your trouble is the common one—lack of "bulk" in the diet. Eat this crunchy toasted cereal with milk or cream every day, drink plenty of water, and see if your life isn't a whole lot brighter! Made by Kellogg's in Battle Creek.



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**KELLOGG'S ALL-BRAN**



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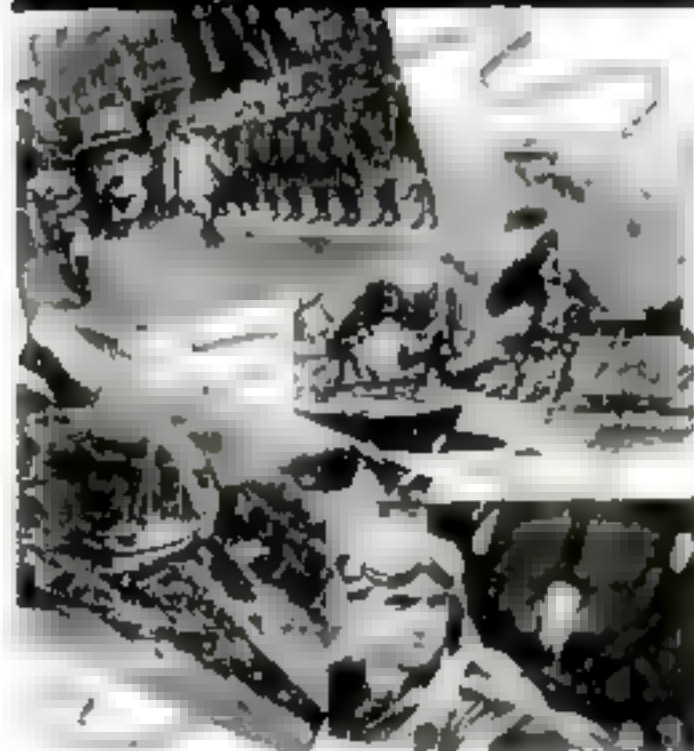
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Address.....  
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## WORLD'S NEWS

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## MUSIC



Three opera debuts are made in one night at the Metropolitan's first *Bohème* of the season. Under the great golden curtain, Debutantes Jussi Björling (left), Marisa Morel (checkered dress) and Mafalda Favero bow to a shouting audience.

## METROPOLITAN OPERA REBUILDS WITH NEW BLOOD AND FRESH YOUNG VOICES

Not for 20 years or more has the Metropolitan Opera introduced so many exciting new voices as it has this season. During the recent years of building up its unequalled Wagnerian section, the Met let its once-glorious Italian-French troupe go downhill. Now it is successfully rebuilding this fading section. Already the five singers shown below and on opposite page have made impressive debuts—three Italians, one Swede, one American. Youngest is an American, Risé Stevens, who is 23. Prettier and far shapelier than most opera singers, she may become, according to local gossip, the bride of Edward Johnson, the Met's General Manager.



Soprano Favero and Tenor Björling rush from the stage after applause (see top). Mafalda Favero, an Italian, has sung at La Scala in Milan for years. Jussi Björling, called the "Swedish Caruso," is only 27, sang in U. S. music halls at the age of 10.

## LIFE'S PICTURES



The little black spot far up the mast of the iceboat (above, center) is Frank Scherschel, Milwaukee *Journal* photographer. He was hauled up the 48-ft. mast in a swinging boatswain's ladder to get the pictures for LIFE's iceboat story (pp. 24-25). For three days Scherschel worked in zero weather, photographed speeding, humping iceboats from every angle, tried mostly to catch a crack-up. As soon as he packed his equipment at the end of the third day and left the ice, the boat in which he had been riding was caught by a gust of wind, spun around, tipped over.

Scherchel will be remembered by LIFE's readers for his pictures on the Shrine Ceremonial (May 10), on Ralph Guldahl (July 18), and the Boy Scouts of Sheboygan (Jan. 2).

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes) unless otherwise specified.

- COVER: REX HARDY JR.
- 2: EISENSTADT-PIX-ACME
- 4: PERC WESTMORE-INT
- 6: MEERKAMPER from MONKMEYER
- 7: ROYALTY etc. (1) MEERKAMPER from MONKMEYER
- 8: PETER STACKPOLE etc. & W. W.
- 11: THOMAS D. MCAYOT
- 12: THOMAS D. MCAYOT, INT.—THOMAS D. MCAYOT, A. P., ACME
- 13: INT. A. P.—W. W. (2), INT., THOMAS D. MCAYOT
- 14: 15: THEODORE KAUTSKY
- 16: A. P., HUBERT BRISTOL, INT.—ACME, MILWAUKEE *JOURNAL* PHOTO by ELMER STAAB and HARRIS W. NOWELL, MOVIE TONK NEWS
- 17: HANSEL MINTH
- 18: MIAMI BEACH NEWS SERVICE—INT., OTTO HAUDEL
- 19: ALEXANDER LILIE—ITEM-TRIBUNE NEWS BU-DEAG (2), A. P.
- 20: INT
- 21: PALMER-BELL-RODINE, H. L. STANLEY
- 22: FAN HOFF from P. L.—VU
- 23: DANIEL MCDUGGLE
- 24, 25: MILWAUKEE *JOURNAL* PHOTOS by FRANK J. SCHERSCHEL
- 26, 27: PETER STACKPOLE
- 28: PETER STACKPOLE—ERNEST A. BACHRACH for RKO RKO RADIO PHOTO
- 31: WORLD © 1939 NEA SERVICE INC. etc. bol. drawing by TUDOR MOM
- 32: WORLD © 1939 NEA SERVICE INC.
- 34: MICHAEL PHILLIPS
- 35, 36: WORLD © 1939 NEA SERVICE INC.
- 37: Bol. WORLD © 1939 NEA SERVICE INC.
- 38: A. P.
- 40: KARGER-PIX
- 41: WHITE HENIE from U. S. etc. (1) and (2) and bol. H. GEORGE LEAVENS
- 42: REX HARDY JR. etc. (1) THOMAS D. MCAYOT
- 43: REX HARDY JR.
- 44: GABRIEL BONNEUR
- 45: WALTER E. LANE—CONFESSION PHILADELPHIA MUSEUM OF ART
- 46: REX HARDY JR.
- 47: A. P. JEWELL THEOLOGICAL SEMINARY
- 48, 49: OTTO HAUDEL
- 50, 51: OTTO HAUDEL—BERNARD HOFFMAN
- 52, 53: DR. CHARLES F. HODDECKER (3), OTTO HAUDEL (3)—OTTO HAUDEL, BERNARD HOFFMAN (2)—OTTO HAUDEL (6)
- 54: BERNARD HOFFMAN
- 55: OTTO HAUDEL drawing by JOHN PETERS
- 56: BERNARD HOFFMAN—MELVILLE P. STEINFELD from DENTAL DIGEST
- 57: MELVILLE P. STEINFELD from DENTAL DIGEST
- 58: NEW YORK WORLD'S FAIR 1939, INC. etc. & W. W.
- 59: NEW YORK WORLD'S FAIR 1939, INC. etc. etc. ROBERT BIEVERS
- 60: HANSEL MINTH etc. (1) MILWAUKEE *JOURNAL* PHOTO by EDWARD FARRER
- 61: KARGER-PIX
- 62, 63, 64: EISENSTADT-PIX
- 65: MILTON E. HOLDENSKY—PETER STACKPOLE E. E. PICKERING

ABBREVIATIONS: BOT, BOTTOM; CEN, CENTER; ©, COPYRIGHT, etc., EXCEPT 17, LEFT, BT, RIGHT, T. TOP, A. P., ASSOCIATED PRESS, B. S., BLACK STAR, INT., INTERNATIONAL, P. L., PICTURES INC., W. W., WIDE WORLD





Rose Stevens, born in The Bronx, studied at Juillard School in New York, turned down a Met contract in 1916 to get experience. She made a magnificent debut in *Mignon*, followed as the stiff young Cavalier of the Rose (above) in *Rosencavalier*.



Soprano Caniglia and Tenor Masini sang together in *La Tosca*. Maria Caniglia, a Neapolitan, made her debut at opening night first opening-night Met debut in 30 years. Gaetano Masini, also an Italian, was a Chicago sensation last season.

## Herald of Fashion



A. Swagger in '39 in a three piece tweed combination. \$49.95

B. Sunburst tucking front and back of this box swagger woolen coat. \$35.00



Coats and suits rayon lined with EAL-GLO

Tweeds by STRONG-NEWAT

Coats and suits designed by ETTA GAYNES

Cloth fabrics by BOTANY

At B. ALTMAN & CO., New York, East Orange, White Plains. Also at 150 other leading stores. Write to HERALD OF FASHION, INC., 570 Seventh Ave., N. Y. C., for design brochure.



## THIS MONTH IN FORTUNE

**Chevrolet** . . . how General Motors manufactures America's largest-selling car, with a third of the country's trucks and a \$70,000,000 parts and accessories business as sidelines

**A. D. 1938** . . . reviewing all the important happenings of the Business year and appraising the effects they may have on you and your business in 1939

**Winter Vacations** . . . in which FORTUNE discovers that nearly 50 per cent of the prosperous take them and that the idea is becoming more and more popular

**FORTUNE Survey: XVII** . . . revealing a startling change in Americans' attitude toward foreign affairs

**U. S. Treasury: II** . . . how Mr. Morgenthau and his men are swinging the New Deal's towering debts

**And: Cream of Wheat** . . . Sun Valley and Cat Cay . . . Monsanto Chemical Co. . . . Business and Government

FORTUNE is sold by subscription only at 330 East 22nd Street, Chicago. The price is \$10 the year.

For 24 Years Vicks Advertising has been passed upon by a Board of Physicians

**IT CLEARS UP A STUFFY HEAD FAST!**



**It Helps PREVENT Colds Developing, Too . . .**

Here's specialized medication for the nose and upper throat—where most colds start. Used at the first nasal irritation, snuffle, or sneeze—a few drops up each nostril—it helps to prevent many colds developing.

Even when your head is stopped-up from a cold, Vapo-Rol clears away clogging mucus, shrinks swollen membranes—helps to keep the sinuses open—lets you breathe again.

You can feel its tingling medication go to work!

**VICKS VAPO-ROL**

WORLD'S MOST WIDELY USED MEDICATION OF ITS KIND



# Life Goes to a Party

for winter fun at Lake Placid's College Week

**A**rmed with skis and skates, more than 900 boys and girls from Eastern colleges descended on the little town of Lake Placid, N. Y., on the day after Christmas. They came for the 18th annual College Week of the Lake Placid Club—a combination sport carnival and glorified house party.

Set on the snowy slopes of the Adirondacks, Lake Placid is the oldest winter sports club in the East. Fashionable but not dressy, it appeals as strongly to sports addicts who prize its 250 miles of ski trails as to duffers who just like to tumble in the snow. Besides the college students at the Lake Placid Club, there were 2,000 other winter sports fans in town.

Between daily ski races and hockey matches, the Club provided its guests with hot picnic lunches outdoors and steak roasts on the ski trails. Every afternoon there were tea dances where guests warmed their frostbitten noses. At night there were motion pictures, bridge, and informal canning, for which most of the couples kicked off their heavy ski shoes and danced in their stocking feet.



A PRINCETON HOCKEY STAR, BEN FULLER, STEERS TOBOGGAN FOR FRIENDS



IN DRUID COSTUMES, GUESTS HUNT MISLETOE. THE SPOTS ARE SNOWFLAKES ON LENS



AFTER SKIING, GUESTS DRINK TEA AND WARM UP ON THE CLUBHOUSE FLOOR



LEARNING TO SKI, BEGINNERS GO DOWN IN HEAPS ON THE PRACTICE SLOPE





TEXAS GIRL SEES SNOW



BOY'S COONSKIN FOR REAL WARMTH



SPECTATORS AT THE BOYS' SKI RACE



FANCY TYROLEAN SUSPENDERS



VALE STUDENT AND FRIEND WATCH THE FINISH OF THE MEN'S SLALOM RACE



LOUNGING IN THE CLUB LIBRARY: ELLIOTT BROWN (VALE) AND GRACE EDDY



TO SAVE THE FLOOR, GUESTS KICK OFF SKI BOOTS, DANCE IN STOCKING FEET





A "jump turn," showing how a skier changes direction, is executed with fancy acrobatics by Tomm Murstad, Norwegian ski expert. He has won five international ski-jump contests.



Fancy figure skater practices on the big rink outside East wing of the Clubhouse. Founded in 1895, the Lake Placid Club was originally intended as a haven for hay-fever sufferers.



In the evening, after long days of healthy outdoor fun, most of the college guests chose to lull on the floor before huge open fires. This couple have their feet on the edge of

the fireplace in the main lounge of the Clubhouse. Most guests at Lake Placid go to bed by 10 p.m., are up by 8 the next morning, and dress for comfort instead of style.





## “Risking your neck again, eh, William?”

**WILLIAM:** Oh, come now, Aunt Susan, don't go Gay Nineties on me again! Why, flying's as safe as a subway ride, these days. You...

**AUNT SUSAN:** Don't be childish, William. I'm not talking about flying. I'm talking about that doll's shirt you're wearing. You're too old to be dressing up comic, William.

**WILLIAM:** Oh, that. Yeah, I took an awful ribbing about this shirt down at the field. The dang thing like to choke me.

**AUNT SUSAN:** And serve you right if it did.

**WILLIAM:** Well, gee, Aunt Susan, what's a guy to do? You simply can't find a shirt that doesn't shrink. If you buy one with the collar and sleeve length right in the first place, it gets to looking like Tiny Garments after it's washed.

**AUNT SUSAN:** William, it's time I took you in hand. Did you never hear of Sanforized-Shrunk?

**WILLIAM:** No, I never did. What do you do with it—

spread it on bread?

**AUNT SUSAN:** Now, William, be serious. Sanforizing is a marvelous shrinking process that—

**WILLIAM:** Now, Auntie, dear, I've tried all sorts of “pre-shrunk” and “full-shrunk” shirts and you can't depend on 'em. This very shirt I have on is marked “pre-shrunk.”

**AUNT SUSAN:** But Sanforized-Shrunk, William, is utterly different. Sanforizing is the process that takes practically all the shrinkage out of a fabric. The very most a Sanforized-Shrunk fabric can shrink is 1%, by Government standard test! You know how little 1% is, don't you, William?

**WILLIAM:** Auntie, you're making it all up!

**AUNT SUSAN:** No such thing. I'll show it to you—right in an article in *Good Housekeeping*. Now you take this money and get yourself some good-looking Sanforized-Shrunk shirts right away.

**WILLIAM:** Bless your silly heart, I wouldn't take your

money. But—er—how much extra do they cost?

**AUNT SUSAN:** Not a penny extra, William. You can get them all prices, from work shirts on up to the kind you get for Christmas presents.

**WILLIAM:** O. K. I give up. But tell me, Auntie mine, just how did you get so smart?

**AUNT SUSAN:** William, I haven't spent twenty-five years keeping you out of trouble for nothing!

“Psst! News for You, Aunt Susan—”



Maybe you didn't know that shrinkage troubles are over for you, too! Look for the words “Sanforized-Shrunk” whenever you buy anything made of cotton, linen, or spun rayon.

- Women's Dresses
- Nurses' Uniforms
- Men's Shirts, Slacks, Work Clothes
- Men's Pyjamas and Shorts
- Children's Garments
- Slip-covers and Draperies

To be sure of permanent fit... look for the words... *Sanforized-Shrunk*



# PICTURES TO THE EDITORS



*Say, it—with  
a Clear Skin*

**OUR SKIN** frequently reflects how we feel. In business and social contacts we like our friends to tell us *how well we look*.

The laity now recognizes—as physicians and scientists have for years—the vital importance of rich, red blood, as the foundation of strength, energy, and a clear healthy skin.

## for that tired let-down feeling

It is well known how worry, overwork and undue strain take their toll of the precious red cells of the blood.

S.S.S. Tonic brings you new strength and vitality by restoring your blood to a healthy state, and its benefits are cumulative and enduring, in the absence of an organic trouble.

## improves the appetite

Further, S.S.S. Tonic whets the appetite . . . foods taste better . . . natural digestive juices are stimulated, and finally, the food you eat is of more value . . . a very important step back to health.

You, too, will want to take S.S.S. Tonic to help regain and maintain your red-blood-cells . . . to restore lost weight . . . to regain energy . . . and to give back to your skin that much desired natural glow, reflecting good health and well being.

You should note an improvement at once, but may we suggest a course of several bottles to insure more complete and lasting recovery.

Buy and use with complete confidence, and we believe you, like thousands of others, will be enthusiastic in your praise of S.S.S. Tonic for its part in making "you feel like yourself again."

At all drug stores in two sizes. You will find the larger size more economical.

*S.S.S. Tonic stimulates the  
appetite and helps change weak  
blood cells to strong ones.*



## TALLEST PLAYER

Sirs:

If height means anything, this boy should be the sensation of Big Ten basketball this season. He is Don Timmermann, a University of Wisconsin sophomore center who stands 6 ft. 9 1/4 in. barefoot. As you see, he can reach right up to the basket, and there's not much that an ordinary-sized player like Ted Strain (left) can do about it.

Timmermann comes from Sioux Falls, S. Dak. As far as I can find out from the records, he is the tallest player in Big Ten history.

HARRIS W. NOWELL  
Milwaukee Journal  
Milwaukee, Wis.



## LADY BOXER

Sirs:

Your Dec. 10 issue carried a picture of the "only woman fight promoter." Here is a picture of an early "female fighter."

Name: Gus Friedman.

Picture taken some time in the year of 1890.

The only item I have from her fight record is that of a contest won by a K.O. over Fatty Lantry, at some arena at Rockaway Beach.

She was the owner (and bouncer) of a saloon on Cook Street near Bushwick Avenue in the old Williamsburg section of Brooklyn. My grandmother was her dressmaker. (She did wear dresses.)

ELEANOR M. MILLER  
Brooklyn, N. Y.



## A SCABARD AND BLADE PLEDGE STARTS AFTER A GIRL. PLEDGE BY KISS

Sirs:

As part of the Scabbard and Blade initiation at the University of Arizona, the pledges are required to gather in front of the old main building of the University and bring in passing girls to be made honorary pledges. The procedure is as follows: A member sees a girl he thinks merits pledging



## A KISS MAKES THIS CO-ED AN HONORARY PLEDGE

and sends a pledge to chase and bring her before the assembled crowd. There she is given a ribbon token of the pledging and a kiss by the man who caught her, to solemnize the act. Naturally the student body gathers to see the fun and some of the girls are properly reluctant.

Sigma Nu House  
Tucson, Ariz.

FRANK H. BARBER



# "Why does my mother-in-law ALWAYS take my husband's side?"

How Mary used modern methods for her baby—despite interference!



**MARY:** John, will you take your hands off that child and listen to ME for a change?

**JOHN:** I'll handle this MY way! I'll *make* her take it...



**MOTHER-IN-LAW:** My dear, you know John is ALWAYS right...

**MARY:** Oh mother...please...please...



**MOTHER-IN-LAW:** But I'm only trying to help...

**MARY:** But I *don't* need help! It so happens I talked with the doctor this morning. He said it's old-fashioned to *force* Sally to take a nasty-tasting laxative. It's liable to shock her nerves and upset her digestive system.



**MARY:** He said to get a NICE-TASTING laxative that Sally would take willingly, but not one made for adults. A grown-up's laxative can be TOO STRONG for ANY child! The modern method of *special* care calls for a *special* laxative. So he suggested Fletcher's Castoria.



**MOTHER-IN-LAW:** Fletcher's Castoria?

**MARY:** Yes! The doctor said Fletcher's Castoria is the modern laxative made especially, and *only*, for children. It's SAFE... has no harsh drugs. And children simply love its taste!



**JOHN:** Look, mother, look!...she's taking Fletcher's Castoria like a lamb!

**MOTHER-IN-LAW:** Humph! Looks like maybe the modern method is best, after all.

**MARY:** We'll have some peace around here now.

*Chas. H. Fletcher*

**CASTORIA**

The modern—SAFE—laxative made especially and ONLY for children.

**TASTES GOOD**—you don't have to force children to take it.

**NO HARSH "ADULT" DRUGS**—Won't gripe.

**RECOMMENDED BY** thousands of doctors. Bought by more than five million mothers. Get the thrifty Family-Size bottle—and save money!



## New life for the old FAMILY ALBUM with indoor "snaps"



1. Get out your camera and bring the family album up-to-date... with snapshots taken indoors. It's easy to get crisp, clear shots like this with G-E MAZDA Photoflash lamps.

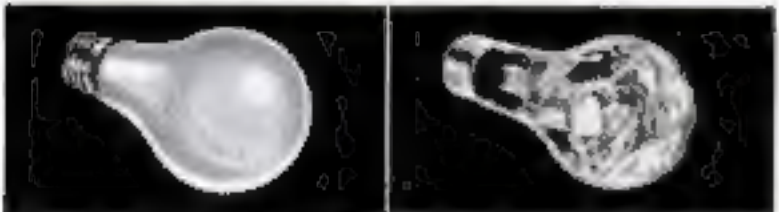


2. Their split-second flash helps you get photos that are full of life... and full of interest for you and your friends. Each lamp gets one picture. Grand for color, too.



3. And for dozens of pictures, load with new "super" type high speed film and use G-E MAZDA Photoflood lamps. (A grand idea for parties). Their brighter, whiter light helps you get sparkling shots... the kind that make albums fun to see.

Buy G-E Photo Lamps where you buy film... be sure they're G-E, to be sure of better pictures.



**New Lower Prices  
G-E MAZDA  
Photoflood Lamps**

No. 1 (was 25c) **20c**  
now  
No. 2 (was 50c) **40c**  
now

**Action? Pets?  
G-E MAZDA  
Photoflash Lamps**

No. 10... **15c**  
**Brand New**  
No. 21... **20c**  
(for synchronized flash)

**GENERAL ELECTRIC  
MAZDA PHOTO LAMPS**

## PICTURES TO THE EDITORS

(continued)



### JIMMY'S DOUBLE

Sirs:

The resemblance, photographically, between Movie-Magnate Jimmy Roosevelt and Lewis R. Linet, Philadelphia attorney and counsel for the Legal Aid Division, is striking. Milton Goldensky, Philadelphia photographer, snapped this picture (above) of Mr. Linet in the same pose held by Roosevelt in LIFE of Dec. 19 (left). Friends believe that it is an amazing likeness.

Two reasons prevent Mr. Linet from the belief that he is the photographic twin of young Roosevelt: (1) he just can't see it; (2) Mr. Roosevelt is an ardent New Dealer while Mr. Linet is an equally ardent Republican.

JERRY STONE

Philadelphia, Pa.



### ISLAND U. S.

Sirs:

This photograph was recently taken by us while flying between Detroit and Cleveland. You will note that this island (Pelee Island in Lake Erie) bears a striking resemblance to the United States.

Pennsylvania-Central Airlines Corp.  
Pittsburgh, Pa.

EARL VAIS

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## VITAMIN A

Smith Bros. Cough Drops  
(Black or Menthol, 5¢) are  
the only cough drops which  
contain Vitamin A

This is the vitamin that raises  
the resistance of the mucous  
membranes of the nose and  
throat to cold infections.

**CANADIAN LANDS**  
**Seized and Sold for Taxes**

\$ 58 buys small island  
\$ 88 buys 13 acres lake front  
\$188 buys 28 acres lake front  
\$135 buys 280 acres with stream  
\$171 buys 1/2 mile river front

Our 22nd Annual List, just issued in the form of a 20-page booklet, describes the above and many other choice properties offered at Tax Sale prices. The amount quoted is the full price asked, perfect title, no mortgage. Beautifully situated hunting and fishing camps where there is real sport; summer cottage sites; heavily wooded acreages. Now is the time to invest in Canada's minerals, forests and farms. Small monthly payments if desired. Don't delay. WRITE TODAY for FREE BOOKLET with full explanation.

### TAX SALE SERVICE

Room 644, 72 Queen St. W., Toronto, Canada

**HEADACHE  
Relief!**

**Snap Back With  
STANBACK!**

When a simple headache strikes, DON'T CRY! SNAP BACK WITH STANBACK! Millions used yearly! Also speedy relief from neuralgia, muscular aches and other simple (organic) pains. A trial should win you for LIFE! 10¢ & 25¢ at your drug store.

## STANBACK

**TRIAL OFFER:** 25¢ package! Mail this ad and 10¢ to cover packing and postage! Stanback Company, Salisbury, North Carolina.

## Write for this INTERESTING BOOKLET

Facts and pictures about one of America's oldest cities—one of its new winter vacation centers. Old Spanish forts, old churches, U. S. Naval Aviation School, white sands of Pensacola Beach, Gulf Coast Scenic Highway. Sports. Sunny climate. For Booklet C-3, address Municipal Advertising Board, 23 West Garden Street—

## PENSACOLA FLORIDA — on the Gulf

## MENDS MOST ANYTHING

**10¢** at hardware, drug and 100 stores; also in cans from 1/4-pint to 1 gallon  
**FREE** Send post card for booklet, "Better Results with Glue," containing many useful hints about mending, model making and home workshop jobs. Address: McCormick Sales Co., 408 Light Street, Baltimore, Maryland.





**plus**  
orientations of contemporary architecture

Editors: Wallace K. Harrison William Lescaze William Muschenheim Stamo Papadakis James Johnson Sweeney



Typography and Layout by Herbert Matter

Because extremist minority opinion can so quickly become majority fact, because out of the "wildest" theories often come the most vital ideas, because THE ARCHITECTURAL FORUM intends to remain a forum in fact as well as in name . . . for these reasons there now appears in THE ARCHITECTURAL FORUM six times a year a special section, "PLUS", edited without restriction by a group of distinguished modern architects, artists, and technicians.

No. 1 PLUS presented "Toward a Unity of the Constructive Arts" by Gabo; "Can Expositions Survive" by Giedion and a pictorial section, "Habitation," featuring works by American and European designers. No. 2 PLUS will offer "Alexander Calder, Sculptor" by Sweeney, the works of Fernand Leger and a pictorial analysis of the Berkshire Music Shed.

PLUS typifies the forward-looking policies and pages which each month bring to THE ARCHITECTURAL FORUM the avid readership of those men who are rebuilding America. If you are identified with building—as a designer, builder, dealer, financier or the owner of income producing property, 12 months of THE ARCHITECTURAL FORUM at \$4 should prove as sound an investment for you as it now does for over 25,000 other building professionals. Address THE ARCHITECTURAL FORUM TIME INC. NEW YORK

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*The Special*  
MODEL 41, 4-DOOR SEDAN—  
CHOICE OF STANDARD COLORS

## 6 BIG WEEKLY CONTESTS

10 FIRST PRIZES EACH WEEK

**EACH 1<sup>ST</sup> PRIZE IS A 1939 BUICK SEDAN**

Each with 1000 Gallons of Texaco FIRE-CHIEF Gasoline

**ALSO 100 CASH PRIZES OF \$10<sup>00</sup> EACH WEEK**

"BUICK'S THE BEAUTY"  
A thrill to see—to drive

It's not just the new beauty of line that will delight you—it's the superb action in Buick's great eight-cylinder engine. Space, comfort and good taste are built into "The Special," Model 41—the fine 8-cylinder, four-door sedan that you may win!

★ FROM YOUR TEXACO DEALER  
★ ... 1000 gallons of Fire-Chief!

★ With each first prize you get 1000 gallons of fast-firing, quick-responding Fire-Chief gasoline ... FREE!  
★ Delivered to you at your Texaco Dealer's, anywhere in America.  
★ With Fire-Chief you get, too, "Circle Service"—and Courtesy from the Gentleman who serves you.

## WIN! START NOW!

**ENTER TODAY!** Enter often in Ivory's thrilling new Buick contests! 6 separate weekly contests in all! Send in as many entries as you like. Here's your golden opportunity of 1939 to win a big beautiful new Buick with 1000 gallons of Texaco Fire-Chief Gasoline. Think of the carefree luxury of driving along green highways this Spring in your beautiful new Buick! ... And there are also 600 money prizes to be won—each \$10 in cash.

**THESE 600 WONDERFUL PRIZES** are offered because we want more people to learn what a pure gentle soap Ivory is—and how many uses it has in your home.

**HINTS TO HELP YOU WIN!** There are so many things to say about Ivory Soap ... 1. Ivory is so pure and mild and gentle that doctors advise it for bathing the sensitive skin of little babies ... 2. Millions of women have

(Just complete this sentence in 25 words or less)

*"I like Ivory Soap because..."*

learned that nightly cleansing with snowy-white gentle Ivory Soap is a wonderful foundation for skin loveliness. They've made baby's gentle Ivory their own beauty treatment ... 3. And what else in the world is quite as relaxing as a lukewarm Ivory bath—with that big cake of Ivory floating conveniently within your reach? ... 4. Don't forget dishwashing! Ivory in your dishpan helps you keep your hands smooth and attractive. And it actually costs less to wash dishes with "Large-Size" Ivory than with granulated package soaps.

**IT'S EASY!** So sit right down now and write your ending to this sentence—"I like Ivory Soap because..." in 25 words or less. Nothing fancy—just your own simple, sincere words telling your experience with Ivory Soap and how you use it—that's what we're after. And that's how the judges will decide.

**DON'T WASTE A MINUTE!** Send in your first contest entry today!

### SENTENCES LIKE THESE MAY WIN

"I like Ivory Soap because... only two weeks after I stopped using strong soap for washing dishes and changed to Ivory, my hands looked prettier and felt so much smoother."

"I like Ivory Soap because... I've always used Ivory for my complexion—and although I'm nearly 50, I'm proud to say my skin is still smooth and fine."

"I like Ivory Soap because... my doctor ordered Ivory for bathing my 6 weeks old baby—and that's proof enough for me that Ivory is a wonderfully pure soap."

Surely you can write a sentence as good as these, if not better. Do it now!

FOR CONTEST NEWS AND PRIZE-WINNERS TUNE IN ON:

**RADIO** "The O'Neills," "Mary Marlin" and "Life Can Be Beautiful" Mondays thru Fridays—see newspaper for time and stations

### READ THESE EASY RULES

1. Finish the sentence "I like Ivory Soap because..." in 25 additional words or less. Write on one side of a sheet of paper. Sign your name and address. Send no extra letters, drawings or photographs with your entry.

2. You can enter these contests as often as you like but each sentence must be accompanied by the wrappers from one large-size cake and one medium-size cake of Ivory Soap (or facsimiles). Mail to Ivory Soap, Dept. L, Box 778, Cincinnati, Ohio.

3. There will be six weekly contests, each with a separate list of prizes. Weekly prizes listed in panel below car illustration. Opening and closing dates:

CONTEST	OPENING	CLOSING
First	Sun., Jan. 22 (or before)	Sat., Jan. 28
Second	Sun., Jan. 29	Sat., Feb. 4
Third	Sun., Feb. 5	Sat., Feb. 11
Fourth	Sun., Feb. 12	Sat., Feb. 18
Fifth	Sun., Feb. 19	Sat., Feb. 25
Sixth	Sun., Feb. 26	Sat., Mar. 4

4. Entries received before Sunday, January 22nd will be entered in the first week's contest. Thereafter, entries will be entered in each week's contest as received. Entries for the final week's contest from United States and Canada must be postmarked before midnight, March 4. Hawaiian entries must be received before March 24.

5. Entries will be judged for originality, sincerity, and aptness of thought concerning the qualities and uses of Ivory Soap. Decision of the judges will be final. Fancy entries will not count extra. Duplicate prizes awarded in case of ties. No entries returned. Entries, contents and ideas therein become the property of Procter & Gamble.

6. Any resident of Continental United States, Hawaii or Dominion of Canada may compete, except employees of Procter & Gamble, their advertising agencies and the families of these employees. Contests subject to all regulations of the United States and Canada. Buick winners in Canada will receive cash equivalent in place of free gasoline.

7. Buick winners will be announced shortly after the close of each contest over Ivory's radio programs—"The O'Neills"—"Life Can Be Beautiful"—and "Mary Marlin." Winners of \$10 cash prizes will be notified by mail.

### SAVE THIS INFORMATION ON HOW TO ENTER THIS CONTEST



★Do you know that Ivory Soap is so pure that doctors advise it for bathing tiny babies? Perhaps your children were Ivory babies, so you know how gentle Ivory is.



★Recently a leading medical journal wrote thousands of doctors asking them which soap they advised for complexions. More doctors replied "Ivory" than any other soap.



★Have you tried Ivory Soap for washing dishes? Many women have found that changing to Ivory for dishes helps keep their hands smooth and soft. It costs only about 1¢ a day.

CUT OUT THESE HINTS:  
THEY WILL HELP YOU  
WRITE YOUR ENTRY



99<sup>44</sup>/100<sup>00</sup> PURE-IT FLOATS

TRADEMARK REG. U. S. PAT. OFF.

Finish sentence "I like Ivory Soap because..." in 25 words or less. Attach wrappers from one medium-size and one large-size Ivory Soap (or facsimiles). Send entry to Ivory Soap, Dept. L, Box 778, Cincinnati, Ohio

Send for list of winners—after March 4, 1939, the conclusion of the 8th and final weekly contest, write Ivory Soap, Cincinnati, Ohio, for a list of prize-winners. Enclose postage.